Crest + Oral-B Help Protect the Smiles of the London 2012 Olympic Games

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Oral Care Leader Teams Up to Support On-site Care for World-class Athletes

CINCINNATI--(BUSINESS WIRE)--The Procter & Gamble Company is pleased to announce that Crest + Oral-B have teamed up to help dentists ensure the best oral health for the athletes of the London 2012 Olympic Games. As part of this dedicated partnership, Crest + Oral-B will support LOCOG in its provision of the London 2012 dental clinic. This facility will provide dental screenings, routine dental work, emergency care and oral care products for athletes and coaches for the duration of the 2012 Games.

“I am pleased that we are able to partner with leaders in oral care, like Crest + Oral-B, and benefit from their support to provide a high level of care and preventative products for our Olympians and Paralympians,” said Debbie Jevans, LOCOG Director of Sport.

In addition, Crest + Oral-B have partnered with Dr. Tony Clough, a dental expert who works with the British Rowing team, the Alpine Ski team and the British Boxing team, providing advice, protective equipment and dental care, to help improve the understanding of oral care and how it relates to an athlete’s performance.

Dr. Clough led the dental clinic during the Beijing 2008 Olympic Games, and calls the implementation of the on-site resource an important milestone. In fact, in an International Olympic Committee (IOC) evaluation of the health of athletes following the Beijing Olympic Games, it was determined that dental care is of utmost importance to promote good athletic function and the ability of the athlete to compete at an optimal level without being compromised by dental disease or an otherwise preventable emergency.

“Maintaining good oral health and hygiene is a critical part of an athlete’s overall health regimen and, in turn, their performance. Surprisingly, however, there are a lot of elite athletes that lack access to care and preventative products,” stated Dr. Clough. “Athletes will be able to set up appointments at the London 2012 Dental Clinic, supported by Crest + Oral-B while they are in London and receive treatment to help keep them at the top of their game.”

Dr. Clough and Crest + Oral-B are working to ensure that this message continues outside of the London 2012 Olympic Games as well. After all, good oral health care is essential not just during The Olympics, but in the years leading up to the major event and afterwards, too. To that end, Crest + Oral-B are providing the athletes and their coaches with the Oral-B Pro-Expert suite of products, including Oral-B Pro-Expert Toothpaste, Oral-B CrossAction Pro-Expert toothbrushes, Oral-B floss and fluoridated mouthwash.

“This partnership is part of P&G’s commitment to improving lives worldwide. We believe that every day is full of opportunities to open up to the world and that the more confident you are in the health of your mouth, the more confidently you open up to the world around you,” said Dr. Paul Warren, DDS, Director of Global Professional and Scientific Relations, P&G Global Oral Care. “As such, Crest + Oral-B offer a comprehensive line-up of toothpastes, mouthwashes, toothbrushes and flosses and provide consumers with innovative, targeted solutions designed to meet specific oral care needs.”

An estimated 2-3,000 Olympic athletes, coaches and officials are expected to visit the dental clinic during the 2012 Olympic Games.

To learn more about P&G Oral Care products, please visit www.pg.com.

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