

F R O S T & S U L L I V A N

**2005 Oral & Dental Care Product of the Year
Award Recipient: Oralbotic Research, Inc.**

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Award Description

The Frost & Sullivan Award for Product of the Year is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with all the market participants, and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

Measurement Criteria

In addition to the methodology describe above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

**2005 Oral & Dental Care Product of the Year
Award Recipient: Oralbotic Research, Inc.**

Frost & Sullivan confers the 2005 Product of the Year Award in the oral and dental care market on Oralbotic Research, Inc. for its outstanding product range for oral hygiene. The HydraBrush™ brand from Oralbotic Research, Inc. has given a whole new dimension to homecare complete oral cleaning systems.

Globally, people have become more aware and conscious of good Oral hygiene. Studies have shown that the key to prevent diseases like gingivitis and periodontal disease is having a good oral cleaning regimen that removes plaque that causes the disorder. Moreover, treatment of gingivitis and periodontal disease is extremely painful and expensive. Dentists therefore have started stressing good homecare oral cleaning systems.

Oralbotic Research, Inc. is a California corporation that manufactures and distributes oral health products invented by Kenneth J. Hegemann. It has established a recognized stronghold in the market for complete oral cleaning systems. Under the brand name HydraBrush™, Oralbotic Research, Inc. has launched very innovative products that have created waves in the market for electronic oral cleaning systems. Frost & Sullivan is impressed by the unique advantage of the HydraBrush *Express*- it can be carried while traveling.. It has 8 micro brushes that surround the teeth and the gums and a brushing cycle of around 60 seconds.

HydraBrush™ Ultra is one of the most comprehensive homecare total oral cleaning systems. This is why dental practitioners and patients state that HydraBrush™ Ultra works like, “an automatic car wash for your mouth” which aptly describes the thorough cleaning offered by the product. It has 6 brushes that establish the right angle of contact with the teeth and the gums. HydraBrush is designed to automatically execute the ADA recommended Bass Technique of brushing by placing the bristles half on the teeth and half on the gums at a 45 degree angle. It is widely accepted as an effective method for bacterial plaque removal adjacent to and directly beneath the gingival margin. This area is the most significant in the control of gingival and periodontal disease. It also has 4 water jets that are positioned to directly penetrate the gingival pockets.

The HydraBrush™ Ultra was clinically tested in 2002, and again in 2004. The clinical study in 2004 specifically examined the efficacy of HydraBrush Ultra in irrigating periodontal pockets. The ability to introduce medicaments to the base of periodontal pockets could offer new modalities in the non-surgical treatment of periodontal disease. Toward that objective, the 2004 study found HydraBrush Ultra more efficient in delivering a solution to the base of 5-6 mm pockets than a mouth rinse following the use of the powered toothbrush, Sonicare Elite 7800. HydraBrush™ Ultra has thus proved to be a bridge between home dental care and professional dental care, delivering superior results over other oral cleaning systems. Dentists and consumers have expressed interest in the ease and effectiveness of using HydraBrush™ Ultra and certified it as a truly exceptional and effective experience.

Frost & Sullivan believes that Oralbotic Research, Inc. has tremendous potential to grow very rapidly in this industry. It has already achieved noteworthy growth since the launch of HydraBrush™ in 2003. The impact and cleaning efficacy of HydraBrush™ brand products can be aptly understood by the growing acceptance of these sorts of products within the marketplace.