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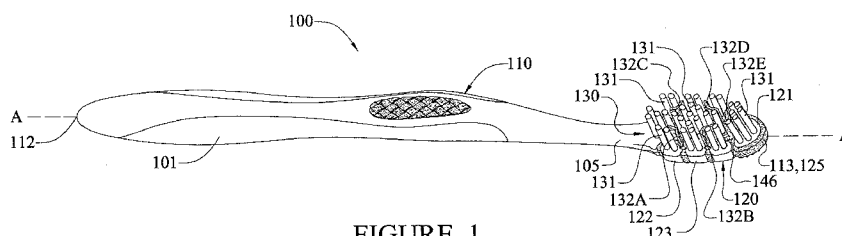


FIGURE 1

(57) Abstract: An oral care implement, such as a toothbrush comprises a flexibly head formed of a plurality of flexible connected segments. In one embodiment, the invention can be an oral care implement comprising a handle and a head. The head can be formed by a plurality of spaced-apart segments constructed of a rigid material and separated by a channel containing an elastomeric material. An elastomeric cleaning element comprising a base portion and an upper portion extends from a front surface of the head. The elastomeric cleaning element extends from and is connected to the elastomeric material of the channel so that the base portion overlies a portion of each of the front surfaces of the segments on opposing sides of the channel. In another embodiment, the invention can be the elastomeric cleaning element itself, irrespective of the type of head in which it is incorporated. In yet another embodiment, the base portion can be tapered.



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