

RECOMMEND LISTERINE® MOUTHWASH

IMPROVE ORAL HEALTH WITH NEEDS-BASED RECOMMENDATIONS

FUNCTION	ANTISEPTIC		ZERO ALCOHOL: LESS INTENSE		ANTI-CAVITY	ZERO ALCOHOL: ANTI-CAVITY			SENSITIVITY	FLUORIDE & WHITENING
	ORIGINAL	COOL MINT	COOL MINT ZERO	GUM CARE ZERO	TOTAL CARE	TOTAL CARE ZERO	GREEN TEA ZERO	KIDS BERRYSHIELD	TOTAL CARE SENSITIVE	HEALTHY WHITE
LISTERINE BRAND								 FOR KIDS		
FEATURES	Cleans and removes plaque 6x better than brushing and flossing alone		Less intense flavor, same germ killing power	Takes care of multiple signs of gum problems	6 benefits of total oral care health [^]		2X more fluoride* to strengthen teeth	Strengthens teeth with a kid friendly taste [#]	Contains potassium nitrate, for fast sensitivity relief after 7 days of usage	Removes teeth stains and prevents new stains for naturally whiter teeth
PREVENTS CAVITIES					220PPM FLUORIDE			100PPM FLUORIDE		220PPM FLUORIDE
AGES (YEARS)	12 AND OLDER		6 AND OLDER		12 AND OLDER	6 AND OLDER			12 AND OLDER	
DOSING	2x daily Rinse 20ml 30 seconds For children 6 years and older, rinse 10ml 30 seconds							2x daily Rinse 10ml 1 min	2x daily Rinse 20ml 30 seconds	2x daily Rinse 10ml 1 min

[^] The 6 in 1 benefits are: 1) Protects Healthy Gums 2) Helps prevent cavities 3) Reduces Plaque 4) Freshen Breath 5) Reduces Tartar Build up 6) Kills 99.9% of germs

*Compared with other LISTERINE Variants containing 100ppm fluoride

[#] Contains Cetylpyridinium Chloride (CPC)

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NEW RESEARCH REVEALS
**POWERFUL
 PROTECTION**
 BETWEEN DENTIST VISITS



**LISTERINE HELPS ACHIEVE BETTER ORAL
 HEALTH WHEN USED AS AN ADJUNCT
 TO THE AT-HOME DAILY ROUTINE.**

The best oral health routine includes brushing, flossing, and rinsing but mastering the technique of flossing can be difficult. Listerine can help.

**BRUSH +
 FLOSS +
 LISTERINE**

New recent data found that adding Listerine to your daily brushing and flossing routine delivers greater protection between visits to your dentist, leading to better oral health.



**5x BETTER THAN
 FLOSS AT PREVENTING
 PLAQUE BUILDUP**

*Sustained plaque reduction above the gumline after a dental cleaning. This claim is not intended to replace brushing or flossing.



KILLS 99.9% OF GERMS

Formulated with 4 essential oils that kill bacteria that cause bad breath, plaque, and gum problems.



**CLEANS ALL AREAS
 OF YOUR MOUTH IN
 30 SECONDS**

The surface area of your mouth is made up of: 25% teeth; 75% tongue, cheeks, soft tissues. Listerine reaches virtually all of them.



✓ Removes plaque & embedded food particles

✓ Reaches below the gumline

- ✓ Helps prevent plaque from building back up for 12 hours
- ✓ Kills 99% of germs* upon contact
- ✓ Reaches virtually every surface, even those hard to reach with a brush & floss

Clinical 2: Millener, J., Boome, M. L., McGuire, J. A., Sarkans, A., McAllen, K., Corbelli, A., Wells, K. B., Hillman, K. (2022). Comparative Effectiveness of Toothbrushing, Flossing and Mouthrinse Regimens on Plaque and Gingivitis: A 12-week clinically supervised clinical trial. American Dental Hygiene Association, 96(3), 21-34. <https://jdh.sagepub.com/96/3/21> Creative interpretation of tooth and gumline for illustration purposes.



✓ Helps prevent plaque from building back up for 12 hours

✓ Kills 99% of germs* upon contact

✓ Reaches virtually every surface, even those hard to reach with a brush & floss

*Germs that cause bad breath, plaque, and gum problems.