

Even after you brush and floss...

# WHAT'S LEFT BEHIND?

## BACTERIA ARE HIDING IN PLAQUE.

- Plaque is a thin, slimy film that sticks to your teeth and gums, and can lead to gum disease
- Some areas of the teeth (like in between) are hard to reach
- Even with consistent brushing and flossing, you can't see or reach all the bacteria in your mouth



# SEE WHERE RINSING MAKES A DIFFERENCE



Brushing alone did not make infected gums healthy again



Adding floss helped, but not in hard-to-reach places like in between teeth

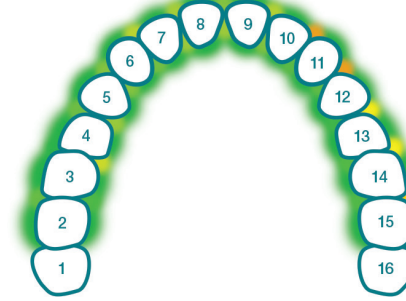
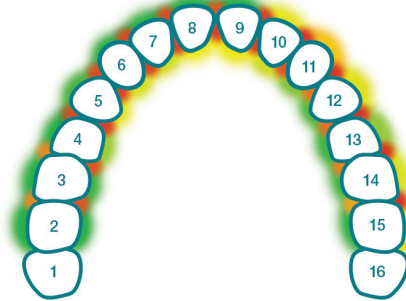
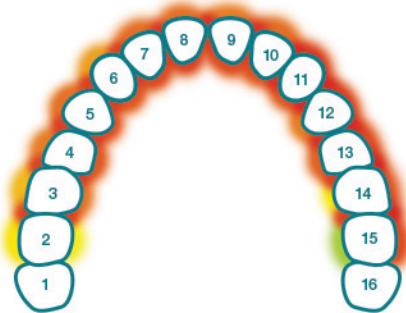


Adding LISTERINE® reached more places of the mouth, making gums healthy again

Green:  
Healthy Again

YELLOW:  
Improved Health

RED:  
Unhealthy



## RINSE AWAY!

LISTERINE® reaches virtually 100% of your mouth, so adding it to your routine twice a day can help keep your gums healthy.

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TRY LISTERINE® RIGHT NOW!  
ASK YOUR DENTAL PROFESSIONAL FOR A  
**SAMPLE SWISH**

