RECOMMEND LISTERINE® RINSE
SUPERIOR RINSES FOR A WHOLE MOUTH CLEAN®

	ANTISEPTIC				ANTICAVITY				FLUORIDE & WHITENING		
	POWERED BY OUR 4 *ESSENTIAL* OILS FORMULA 65% GREATER GINGIVITIS REDUCTION THAN Crest® Pro-Health™†				POWERED BY *RAPID FUSION TECHNOLOGY™* SUPERIOR FLUORIDE UPTAKE VS. Act® FLUORIDE RINSE††				ONLY LEADING BRAND THAT WHITENS & STRENGTHENS TEETH		
USES	HELPS PREVENT AND REDUCE PLAQUE & GINGIVITIS			KILLS GERMS	HELPS PREVENT CAVITIES + STRENGTHENS TEETH						
FEATURES	VARIETY OF FLAVORS	TARTAR CONTROL	NATURAL OPTION	ALCOHOL FREE	VARIETY OF FLAVORS	NATURAL OPTION	ALCOHOL FREE *METERED DOSING FOR KIDS*		WHITENS AND STRENGTHENS	MAX WHITE**	STAIN REMOVER
LISTERINE® BRAND	LISTERINE® •COOL MINT® •FRESHBURST® •ORIGINAL	LISTERINE® ULTRACLEAN® •COOL MINT® •ARCTIC MINT® •FRESH CITRUS	LISTERINE® NATURALS ANTISEPTIC FORMULA	LISTERINE® COOL MINT ZERO ALCOHOL	LISTERINE® TOTAL CARE •FRESH MINT •CINNAMINT	LISTERINE® NATURALS ANTICAVITY FORMULA	LISTERINE® TOTAL CARE ZERO ALCOHOL	LISTERINE SMART RINSE® •MINT SHIELD® •BUBBLE GUM •BUBBLE BLAST®	LISTERINE® HEALTHY WHITE™ RESTORING	LISTERINE® HEALTHY WHITE™ VIBRANT	LISTERINE® STAIN REMOVER
AGE (YEARS)	12 AND OLDER			6 AND OLDER	12 AND OLDER		6 AND OLDER		12 AND OLDER		
DOSING	2X DAILY • RINSE 20mL • 30 SECONDS				2X DAILY • RINSE 10mL • 60 SECONDS • AFTER BRUSHING • NO EATING OR DRINKING FOR 30 MINUTES						
PATIENT CONDITION	•HEALTHY MOUTHS •MILD TO MODERATE GINGIVITIS •BLEEDING UPON PROBING •XEROSTOMIA			•HALITOSIS	•DEMINERALIZATION •GINGIVAL RECESSION •TOOTHBRUSH ABRASION •ORTHODONTICS				•MAINTENANCE WHITENING •CARIES •STAINING		

PS2017

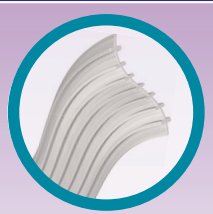
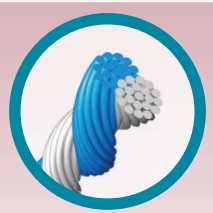
RECOMMEND LISTERINE® BRAND:
You are the #1 reason patients start adopting good oral care habits.

LISTERINE®

Use all products only as directed.

RECOMMEND LISTERINE® FLOSS*

ADVANCED TECHNOLOGY FOR PROVEN SUPERIOR PLAQUE REMOVAL

USES	SUPERIOR PLAQUE REMOVAL VS. Glide® Mint Floss				
BENEFITS	DELIVERS A BURST OF MINT FLAVOR	EASY-SLIDING AND A SUPERIOR CLEAN	WITH BAKING SODA TO WHITEN TEETH	CLEANS GENTLY AT THE GUM LINE	ERGONOMIC HANDLE MAKES FLOSSING AS EASY AS BRUSHING
BRAND	LISTERINE® COOL MINT™ FLOSS	LISTERINE® ULTRACLEAN™ FLOSS	LISTERINE® HEALTHY WHITE™ FLOSS	LISTERINE® GENTLE GUM CARE FLOSS	LISTERINE® ULTRACLEAN™ ACCESS® FLOSSER
ENLARGED FLOSS SUBSTRATES					
FEATURES	PATENTED WEB SUBSTRATE TRAPS PARTICLES	RIBBED MICRO-GROOVES® GRIP AND CLEAN LIKE A SQUEEGEE	RIBBED MICRO-GROOVES® GRIP AND CLEAN LIKE A SQUEEGEE	HIGH-LOFT TEXTURIZED FIBERS CLEANS GENTLY	STRONG, HIGH-TENACITY YARN WITHSTANDS BREAKAGE
EFFECTIVENESS	REMOVES UP TO **61% MORE** PLAQUE VS Glide® Mint Floss†	SLIDES AS EASILY AS Glide® AND REMOVES UP TO **2X MORE** PLAQUE[1,2]	SLIDES AS EASILY AS Glide® AND REMOVES UP TO **2X MORE** PLAQUE[1,2]	REMOVES UP TO **40% MORE** PLAQUE THAN Glide® Mint Floss†	REMOVES UP TO **40% MORE** PLAQUE THAN Glide® Mint Floss†
PATIENT NEED	FOR A FRESH-BREATH FEELING	STRETCHES, FLEXES & RESISTS SHREDDING BETWEEN TIGHT CONTACTS AND DENTAL WORK	DESIGNED TO REMOVE TOUGH STAINS LIKE COFFEE, TEA AND WINE	FOR SENSITIVE GUMS	FOR PATIENTS WITH LIMITED DEXTERITY
FORMERLY	REACH® CLEANBURST® SPEARMINT	REACH® TOTAL CARE	REACH® TOTAL CARE PLUS WHITENING	REACH® GENTLE GUM CARE	REACH® ACCESS® FLOSSER
STILL AVAILABLE					
	REACH® WAXED FLOSS	REACH® MINT WAXED FLOSS	REACH® DENTOTAPE® EXTRA WIDE FLOSS	REACH® CLEANBURST® FLOSS	

Visit www.ListerineProfessional.com to learn more

Rinsing with LISTERINE® Brand Mouthwash products does not replace a routine, professional prophylaxis and is not indicated for the treatment of periodontitis or tartar removal. The third-party trademarks used herein are trademarks of their respective owners. *LISTERINE® Interdental does not contain mouth rinse ingredients. †Data on file, McNEIL-PPC, Inc. **Among OTC Whitening Rinses ††Compared to Act® Total Care Anticavity Fluoride Rinse, Act® Total Care Anticavity Fluoride Rinse–Alcohol Free, Act® Total Care Anticavity Fluoride Mouthwash, Act® Restoring™ Anticavity Mouthwash, and Act® Anticavity Kids Fluoride Rinse in a laboratory study. **REFERENCES 1.**Charles CA, Vair LH, Queiroz D, et al. Comparing consumer acceptance and perceived benefits of two floss technologies. *J Dent Hyg.* 2009;83(4):204. **2.**Morris A, Santos S, Sinatra K, et al. Plaque removal of a revolutionary monofilament floss with flexible MICRO-GROOVES®. *J Dent Res.* 2009;88(Spec Issue A). Abstract 1574. www.dentalresearch.org Use all products only as directed. © J&JCI 2017