














RECOMMEND LISTERINE® RINSE

SUPERIOR RINSES FOR A WHOLE MOUTH CLEAN®

	<p>POWERED BY OUR 4 ESSENTIAL OILS FORMULA</p> <p>ANTISEPTIC</p> <p>65% GREATER GINGIVITIS REDUCTION THAN Crest® Pro-Health™†</p> <p>FRESH BREATH</p>					<p>POWERED BY RAPID FUSION TECHNOLOGY®</p> <p>ANTICAVITY</p> <p>SUPERIOR FLUORIDE UPTAKE VS. Act® ANTICAVITY RINSE™</p>				<p>ANTICAVITY & WHITENING</p> <p>LEADING BRAND THAT WHITENS & STRENGTHENS</p>			
USES	HELPS PREVENT AND REDUCE PLAQUE & GINGIVITIS					HELPS PREVENT CAVITIES + STRENGTHENS TEETH							
FEATURES	VARIETY OF FLAVORS	TARTAR CONTROL	NATURAL OPTION	LESS INTENSE FLAVOR	ALCOHOL FREE	VARIETY OF FLAVORS	NATURAL OPTION	ALCOHOL FREE METERED DOSING FOR KIDS		PEROXIDE FREE	WHITENS AND STRENGTHENS	AMAZING WHITE™	STAIN REMOVER
													
LISTERINE® BRAND	•LISTERINE® COOL MINT® •FRESHBURST® •ORIGINAL	•LISTERINE® ULTRACLEAN® •COOL MINT® •ARCTIC MINT® •FRESH CITRUS	•LISTERINE® NATURALS ANTISEPTIC	•LISTERINE® SOFT MINT®	•LISTERINE® ZERO®	•LISTERINE® TOTAL CARE FRESH MINT® •CINNAMINT	•LISTERINE® NATURALS ANTICAVITY	•LISTERINE® TOTAL CARE ZERO	•LISTERINE® SMART RINSE® •MINT SHIELD® •BUBBLE GUM •BUBBLE BLAST®	•LISTERINE® HEALTHY WHITE™ GENTLE	•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 •SAFE FOR XEROSTOMIC PATIENTS		•HALITOSIS	•DEMINEALIZATION •GINGIVAL RECESSION†		•TOOTHBRUSH ABRASION† •ORTHODONTICS		•MAINTENANCE WHITENING •CARIES		•STAINING	






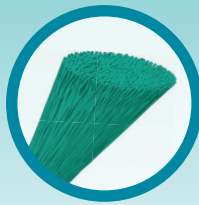
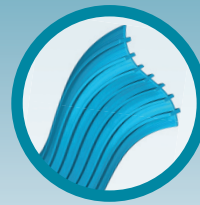
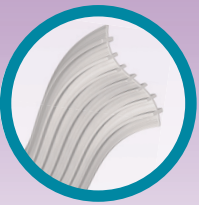
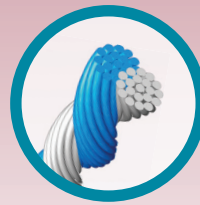





RECOMMEND LISTERINE® BRAND:
You are the #1 reason patients start adopting good oral care habits.

LISTERINE® 
NOT JUST ORAL CARE...HEALTHCARING®.

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	<p>DELIVERS A BURST OF MINT FLAVOR</p> 	<p>EASY-SLIDING AND A SUPERIOR CLEAN</p> 	<p>WITH BAKING SODA TO WHITEN TEETH</p> 	<p>CLEANS GENTLY AT THE GUM LINE</p> 	<p>ERGONOMIC HANDLE MAKES FLOSSING AS EASY AS BRUSHING</p> 
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‡	SLIDES AS EASILY AS Glide® AND REMOVES UP TO 2X MORE PLAQUE‡	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	 <p>REACH® WAXED FLOSS</p>	 <p>REACH® MINT WAXED FLOSS</p>	 <p>REACH® DENTOTAPE® EXTRA WIDE FLOSS</p>	 <p>REACH® CLEANBURST® FLOSS</p>	

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, Johnson & Johnson Consumer Inc. ‡In patients who may be more prone to root caries. ††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 2016