

TRY NEW

LISTERINE[®] SENSITIVITY MOUTHWASH

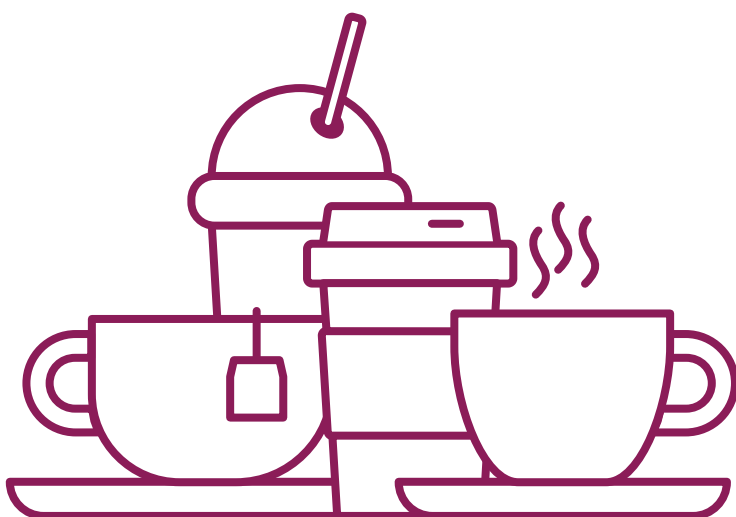
THE FIRST AND ONLY LEADING MOUTHRINSE INDICATED
TO BLOCK TOOTH SENSITIVITY AT THE SOURCE.*

You May Have Sensitive Teeth

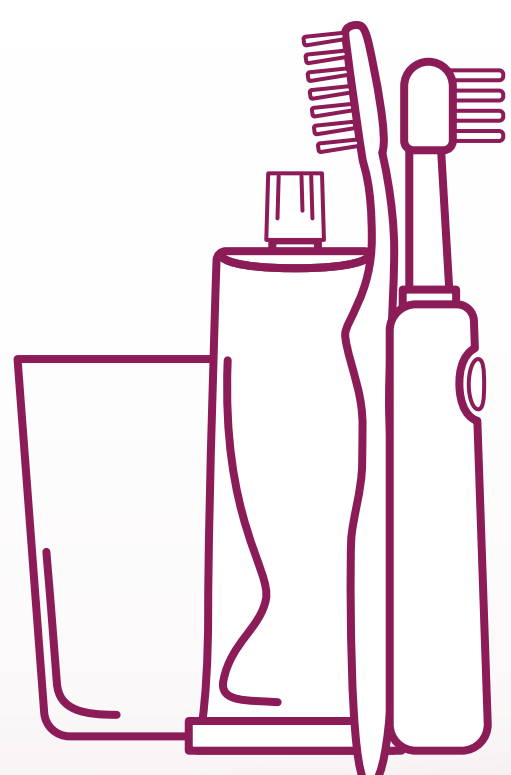
If you cringe in pain when you:



Eat cold foods
like ice cream



Drink hot
coffee or tea



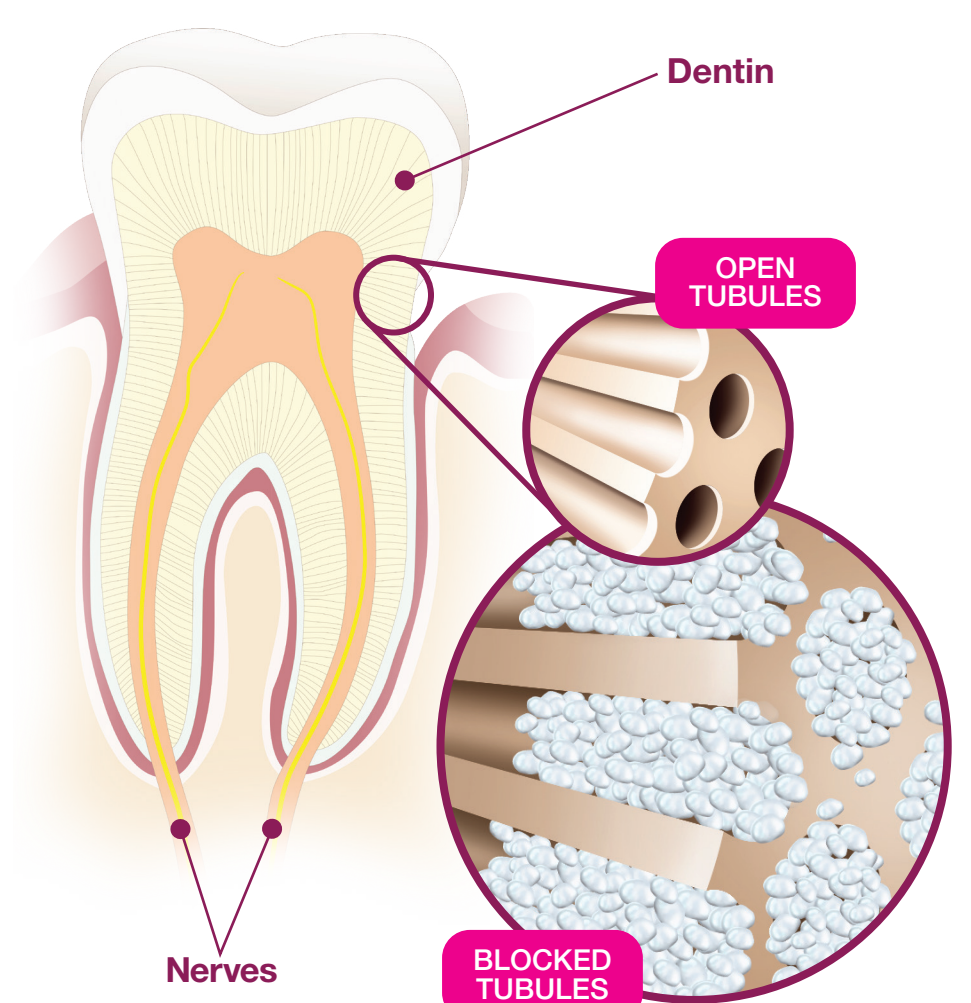
Brush
your teeth

Use only
as directed



What's Causing the Pain?

- In a healthy mouth, there are tiny **tubules** in **dentin** (the soft part inside a tooth) that are covered by gums or enamel. Tubules lead to **nerves**.
- If root surface or gums start to wear away, tubules are open (exposed), so temperature changes in the mouth can stimulate the nerves. This causes the shooting pain known as tooth sensitivity.



How Does LISTERINE[®] SENSITIVITY Work?

Every rinse of LISTERINE[®] SENSITIVITY with CRYSTAL BLOCK[™] Technology forms crystals that build up deep inside open tubules. These crystals block most tubules in 12 rinses,** to provide daily repair of damage.†

GOOD NEWS! LISTERINE[®] SENSITIVITY PROVIDES LONG-LASTING RELIEF[†]
SO YOU WON'T HAVE TO AVOID FOODS YOU LOVE.

*Via blocked dentin tubules.
**In lab studies.†With continued use.

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LISTERINE[®]