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

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.