



# LISTERINE®

## for a better oral hygiene

### Information & recommendations for your daily oral care



\* Source: Representative online survey of 150 dentists in Germany, asked about brand recommendation for daily mouth washes. 4/2024

# LISTERINE®

## Possible problems in the oral cavity

Without the 3-step routine, bacteria in the mouth might lead to the following problems:



### GUM PROBLEMS

Microorganisms living in bacterial plaque produce „toxins“, among other things, that can irritate the gums and trigger an inflammatory process (gingivitis). If gingivitis persists longterm, the periodontium could become inflamed (periodontitis) with possible tooth loss in the end.



### DEVELOPMENT OF CAVITIES

Cavities are holes that form in the teeth when acid-producing bacteria dissolve the enamel. Toothache can occur when cavities are advanced.



### SENSITIVE TEETH

Receding gums and the breakdown of tooth enamel caused, for example, by periodontitis or improper tooth brushing can expose tooth necks and dentin, thereby causing increased tactile sensitivity as well as sensitivity to hot, cold, and sweet things.

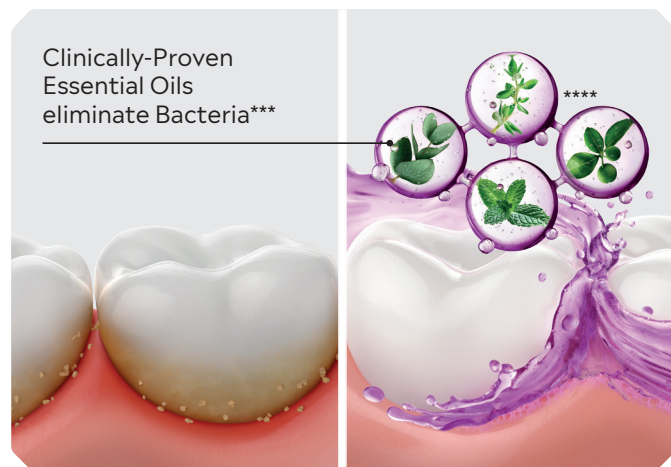


### FORMATION OF TARTAR

Tartar is formed when minerals from the saliva settle in the plaque and harden it. The risk of tartar increases if plaque is inadequately removed due to poor oral hygiene.

# LISTERINE® with the power of essential oils

- Thanks to its formula with essential oils LISTERINE® has an antibacterial effect.
- Removes up to 99.9%\* of the bacteria remaining after brushing your teeth.
- Keeps gums healthy.
- Freshens breath.
- Especially suitable for long-term use\*\*. No tooth discolouration is expected.<sup>1</sup>



**5X MORE EFFECTIVE THAN BRUSHING AND FLOSSING ALONE.\*\*\*\***

\* Applies to LISTERINE® with 4 essential oils. \*\* 6 months studies. \*\*\* Clinical studies performed with LISTERINE®, which contains essential oils. \*\*\*\* The essential oils of LISTERINE® are also found in these plants. \*\*\*\*\* Plaque reduction above the gumline.  
1 Stoeken JE et al., Journal of Periodontology 2007; 78: 1218-1228.

# For your individual oral hygiene



## The Listerine® Basic Range



## Listerine® for advanced needs



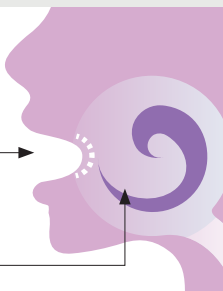
All alcoholfree variants are mild in taste.

# Use LISTERINE® as part of a 3-step routine

LISTERINE® can reach virtually every surface of the mouth, even in hard-to-reach areas that patients may miss while brushing and flossing.

Brushing + interdental care reach the teeth, = only approx. 25 % of the mouth.<sup>1</sup>

Mouthwashes such as LISTERINE® reach virtually 100 % of the mouth.



How to comprehensively control bacteria\* in the mouth.



**BRUSHING**<sup>2</sup>  
2 x daily / 2 minutes



**INTERDENTAL CLEANING**<sup>2</sup>  
1 x daily



**RINSING**<sup>3</sup> WITH LISTERINE®  
2 x daily / 30 seconds\*\*

## 3 common questions about LISTERINE®

Does LISTERINE® cause discolouration?

No, discolouration is not expected even with long-term use.\*<sup>1</sup>

Does LISTERINE® have a negative influence on the oral microbiome?

No, the natural balance of the mouth's microbiome is maintained even with long-term use.\*<sup>2</sup>

Is LISTERINE® without alcohol as effective as with alcohol?

Yes, clinical data shows comparable efficacy.\*<sup>3</sup>

\* 6 months studies.

1 Stoecken JE et al., Journal of Periodontology 2007; 78: 1218-1228.

2 Minah GE et al., J Clin Periodontol 1989; 16: 347-352.

3 Lynch MC et al., BMC Oral Health 2018; 18: 6.

READ MORE INTERESTING FACTS  
AT: [WWW.LISTERINE.DE](http://WWW.LISTERINE.DE)

\* Bacteria that can cause bad breath, among other things, if not removed regularly.

\*\* Rinse for 60 seconds with LISTERINE® Advanced White.

1 Kerr 1991. The areas of various surfaces in the human mouth from nine years to adulthood. J Dent Res 70(12):1528-1530. 2 DG Paro, DGZMK, S3-Leitlinie; AWMF-Reg.-Nr. 083-022. Nov. 2018. 3 DG Paro, DGZMK, S3-Leitlinie; AWMF-Reg.-Nr. 083-016. Nov. 2018.

**LISTERINE**®

Kenvue Germany GmbH  
Johnson & Johnson Platz 2,  
41470 Neuss, Deutschland