

KNOW THE WARNING SIGNS

IT'S A FACT: Untreated oral disease affects almost half of the world population, and chronic gum disease actually affects over 90%. But by taking the right steps, there's a lot you can do to help keep your mouth as healthy as possible. The first step is being aware of the early warning signs:



SWOLLEN, TENDER GUMS



BLEEDING GUMS



BAD BREATH



TEETH SENSITIVE TO HOT OR COLD LIQUIDS

These issues are caused by a build-up of bacteria, and are early signs of cavities, gingivitis, or periodontitis. If you notice any of these signs, talk to your dental professional immediately about ways to help.

- **CAVITIES** are weak spots on teeth which form when acid-producing bacteria dissolve the tooth's enamel.
- **GINGIVITIS** is the first stage of gum disease. As dental plaque builds up on the gumline, bacteria in the plaque cause inflammation of the gums. There is usually no pain, but the gums become red and puffy and may bleed when brushed. The good news is that, with proper care, gingivitis is easily treated and can be completely reversed.
- **PERIODONTITIS** is the next, much more serious stage of gum disease that can occur when gingivitis isn't properly treated. It can ultimately result in tooth loss—and it's not reversible.*

*LISTERINE® Antiseptic is not indicated to treat periodontitis.

NEW LISTERINE® CLINICAL SOLUTIONS SUPERPOWERED SOLUTIONS



TEETH STRENGTH

GUM HEALTH

BREATH DEFENSE

SUPPORTED BY CLINICAL STUDIES designed and tested by dentists and dental hygienists

FORMULATED WITH 4 ESSENTIAL OILS to help achieve the best results

THE LISTERINE® GUIDE TO BETTER ORAL HEALTH



KILLS 99.9% OF GERMS THAT CAUSE BAD BREATH, PLAQUE & GINGIVITIS

ANTINGIVITIS / ANTIPLAQUE MOUTHWASH
LISTERINE
COOL MINT
ANTISEPTIC

FOR A FRESHER & CLEANER MOUTH THAN BRUSHING ALONE



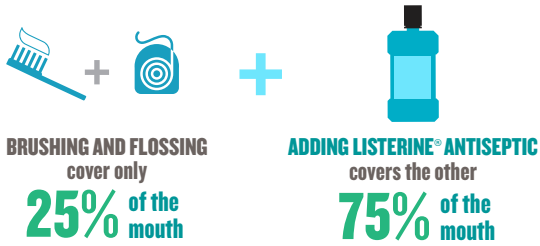
The only nationally branded antiseptic mouthwash accepted by the ADA

*Mouthrinses

FOCUS ON GOOD ORAL HEALTH HABITS

Together, daily brushing, flossing, and rinsing with LISTERINE® Antiseptic provides a comprehensive approach to oral care—and a cleaning that reaches nearly 100% of the mouth.

WHY ADD LISTERINE® MOUTHWASH TO YOUR DAILY REGIMEN?



VIRTUALLY 100% CLEAN

LISTERINE® Antiseptic is powered by 4 essential oils.



This combination of essential oils deeply penetrates biofilm to kill 99% of germs that cause plaque, gingivitis, and bad breath, making it essential for a whole-mouth clean.

THE LATEST SCIENCE SHOWS LISTERINE®

5X MORE EFFECTIVE THAN FLOSS AT REDUCING PLAQUE ABOVE THE GUMLINE*

*Sustained plaque reduction after a dental cleaning. Rinse not intended to replace brushing or flossing.



LISTERINE® Antiseptic reaches other parts of your mouth that brushing and flossing miss, providing longer-lasting fresh breath and a cleaner, healthier mouth.*

*Rinse is not intended to replace brushing or flossing.

ASK YOUR DENTAL PROFESSIONAL ABOUT THE LISTERINE® PRODUCTS THAT MEET YOUR ORAL CARE NEEDS.

HELP PREVENT & REDUCE EARLY GUM DISEASE SENSITIVITY



HELP PREVENT CAVITIES AND STRENGTHEN TEETH



ALCOHOL FREE



FOR KIDS – ALCOHOL FREE



To find out more about every LISTERINE® product, visit Listerine.com.