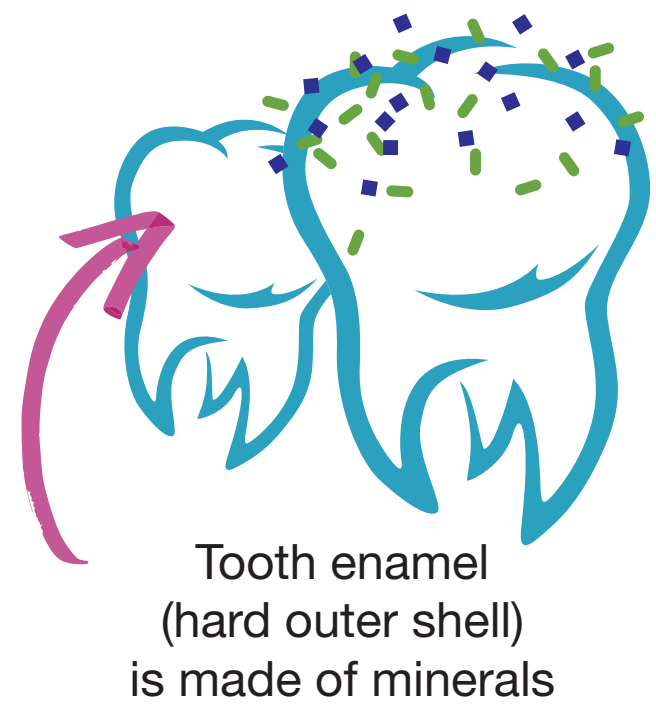


A CAVITY IS A HOLE THAT DEVELOPS WHEN A TOOTH BEGINS TO DECAY

WHAT CAUSES A CAVITY?

Bacteria are always present in your mouth

When you eat sugary and **carbohydrate** foods, **bacteria** produce acids



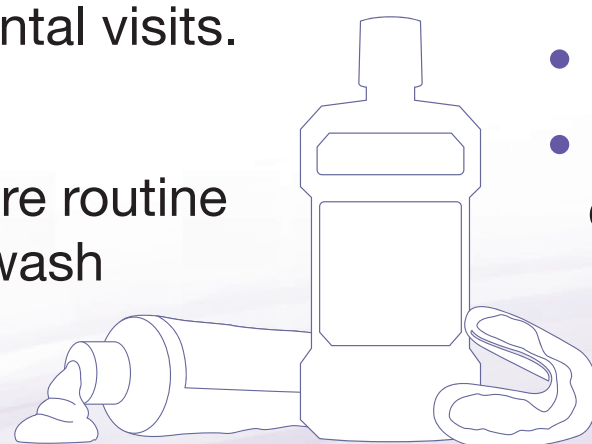
Enamel weakens and more minerals are lost, forming a cavity

A cavity causes permanent damage that needs to be repaired by a dentist

WHAT CAN YOU DO TO PREVENT A CAVITY?

Keep your enamel strong with fluoride, a naturally occurring mineral. Used regularly, fluoride can help protect your teeth from cavities between dental visits.

- At home: use fluoride toothpaste
- For long lasting protection: end your oral care routine by rinsing with a fluoride-containing mouthwash
- At the dentist's office: ask about a fluoride treatment for your teeth



FLUORIDE FACTS

- Helps prevent cavities
- Stops mineral loss
- Builds up lost minerals
- Protects tooth enamel so it can resist future acid attacks



USE FLUORIDE MOUTHWASH FOR 50% MORE TOOTH STRENGTHENING THAN FLUORIDE TOOTHPASTE ALONE*



Brush, floss, and rinse every day

- Use fluoride toothpaste
- Floss to remove food that may be caught between the teeth
- Rinse your mouth with an ADA-accepted fluoride mouthwash twice a day, to strengthen teeth and help prevent tooth decay

Limit the amount of soda and sugary treats you eat and drink
Visit your dentist every six months for a checkup

Fluoride can benefit you or your child if you have:

- Previous cavities
- Receding gums
- Orthodontic bands or braces



LISTERINE® TOTAL CARE Anticavity Mouthwash

Provides 6 benefits for patients 12 and older

- Helps prevent cavities
- Restores enamel
- Strengthens teeth
- Kills bad breath germs
- Freshens breath
- Cleans the whole mouth



ALSO AVAILABLE ALCOHOL-FREE OPTION

LISTERINE® SMART RINSE® Anticavity Rinse Alcohol-free

For patients 6 and older

- Tints particles brushing may have missed so kids see proof in the sink that their mouths are cleaner



All rinses provide 24-hour cavity protection with twice daily use†

Vigorously swish 10 ml (2 teaspoons) of rinse between your teeth for 1 minute and then spit out. Do not eat or drink for 30 minutes after rinsing. Use all products only as directed.

To learn more, visit www.listerine.com

Use products only as directed. *Compared to Crest® Fluoride toothpaste and rinsing with water in a laboratory study. †In laboratory studies

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