

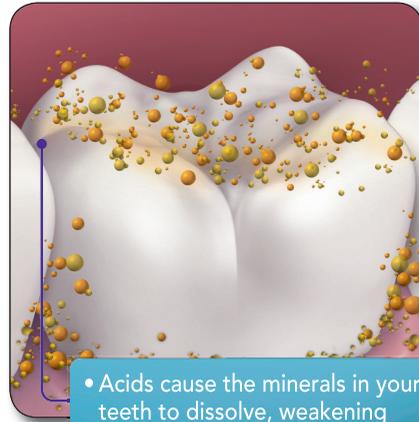
HOW DO CAVITIES FORM?

DEMINERALIZATION

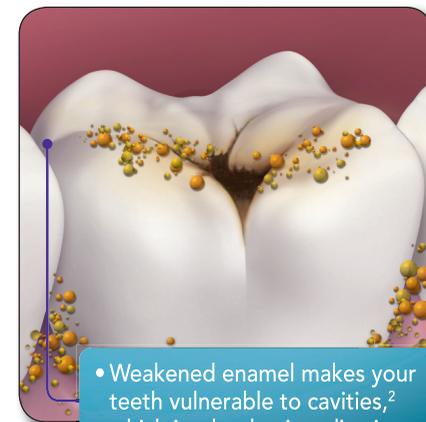
Tooth enamel is made up of minerals. When your teeth have been in contact with strong acids, demineralization (the loss of minerals from tooth enamel) occurs.¹



- Bacteria are always present in the mouth. Acids are produced by these bacteria when you eat sugar and other carbohydrates²



- Acids cause the minerals in your teeth to dissolve, weakening your enamel¹



- Weakened enamel makes your teeth vulnerable to cavities,² which is why demineralization must be treated early

Acid results from many types of foods & beverages you may consume regularly.



= Bacteria



= Carbohydrates

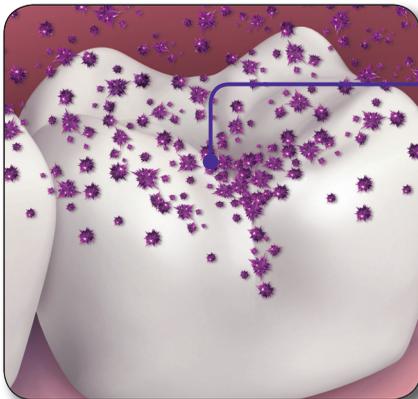


= Acids

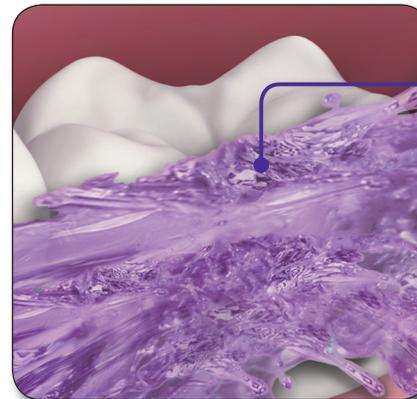
WHAT CAN YOU DO TO HELP PREVENT CAVITIES?

REMINERALIZATION

Remineralization occurs when tooth enamel regains the minerals lost during demineralization.¹



- Fluoride, known as Nature's cavity fighter, is a naturally occurring mineral³
- Fluoride helps inhibit demineralization and causes remineralization to help prevent cavities¹
- Fluoride can help stop tooth decay and make the tooth enamel more resistant to future acid attacks³



- Fluoride can be applied to teeth by a dental professional for extra protection^{1,3}
- Fluoride is also available in many toothpastes and mouthrinses for at-home use³
- Fluoride toothpaste and mouthrinse used regularly can help protect teeth from cavities between dental visits⁴

WHO CAN BENEFIT FROM ADDING A FLUORIDE MOUTHWASH TO THEIR ORAL CARE ROUTINE?

- Patients who practice good oral hygiene but are predisposed to caries or have a high incidence of caries in their primary teeth
- Adult patients whose gums may be receding
- Orthodontic patients susceptible to caries and demineralization under and around their orthodontic bands
- Pediatric patients who are still developing their oral care skills and need help in hard to reach areas



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

Proven to deliver up to **7x** more fluoride uptake than ACT® for strong teeth^{*,**}

Use only as directed.

ALSO AVAILABLE



Alcohol-Free Option



LISTERINE® SMART RINSE® Anticavity Fluoride Rinse

For patients 6 years of age and older

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

Proven to deliver up to **2.4x** more fluoride uptake than ACT® KIDS[†]

Use only as directed.

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 as directed.

*Data on file, McNEIL-PPC, Inc. **In laboratory studies vs Act® Total Care Anticavity Fluoride Rinse, Act® Total Care Anticavity Fluoride Mouthwash, Act® Restoring Anticavity Mouthwash, and Act® Anticavity Kids' Fluoride Mouthwash. †Compared to Anticavity Kids' Fluoride Mouthwash. REFERENCES: 1. Collins FM. The role of fluoride in caries control. The Academy of Dental Therapeutics and Stomatology. www.ineedce.com/course.aspx?cat=Disease+Risk+Management. Accessed July 9, 2009. 2. American Dental Association. Fluoridation facts. www.ada.org/public/topics/fluoride/facts/fluoridation_facts.pdf. Accessed June 16, 2009. 3. American Dental Association. Oral health topics A-Z: fluoride & fluoridation. www.ada.org/public/topics/fluoride/news.asp. Accessed June 16, 2009. 4. American Dental Association. ADA Seal of Acceptance Program. www.ada.org/ada/seal/mouthrinses.asp. Accessed June 16, 2009. Data on file. McNEIL-PPC, Inc. © McNEIL-PPC, Inc. 2013 TC0113

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