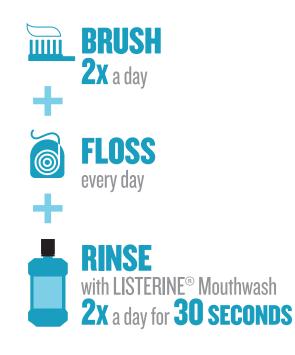
## **BE BOLD**. FIGHT BACK.

The next step to ensuring a healthier mouth is focusing on good oral care habits, and sticking to them. This includes regular visits to your dentist, and a daily regimen of brushing, flossing, and rinsing with LISTERINE®.

#### **CONTINUE TO FOCUS ON GOOD HABITS:**



#### **AVOID THESE BAD HABITS:**



Eating sweets/ **Drinking soft drinks** 



Snacking

Chewing ice throughout the day or hard candy

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**BE BOLD. ASK YOUR DENTIST OR HYGIENIST QUESTIONS.** 

Find out what else you can do for a healthier mouth with questions like these:

I brush and floss every day. Should I consider rinsing with LISTERINE<sup>®</sup> also?

> What is the best way to floss or rinse?

Is there anything else I can do to help prevent gum disease and cavities?

LISTERINE® Antiseptic rinses do not contain cetylpyridinium chloride (CPC) or chlorhexidine. LISTERINE® Floss does not contain mouth rinse ingredients.

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**DEEPER CLEAN BRING OUT THE BOLD**<sup>™</sup>



## **KNOW THE** WARNING SIGNS.

IT'S A FACT: Untreated oral disease affects over half of the world population,<sup>1,2</sup> and chronic gum disease actually affects over 90%.<sup>3</sup> 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:



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 health professional immediately about ways to help.

- **CAVITIES** are holes which form in your teeth when acid-producing bacteria dissolve the tooth's enamel.
- **GINGIVITIS** is the first stage of gum disease. As dental plaque builds up on the gum line. bacteria in the plaque cause inflammation of the gums. There is usually no pain, but gums are 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.\*

# ADD LISTERIN YOUR DAILY REGIMEN.

Even when brushing and flossing are done well. bacteria are still left behind. But rinsing with LISTERINE<sup>®</sup> Antiseptic kills 99.9% of germs that cause plaque, gingivitis, and bad breath. Making it essential for a whole-mouth clean.



# MAKE THE BOLD MOVE.

Add LISTERINE® to your daily routine, and start moving towards a healthier, cleaner mouth with the very first rinse.

References: 1. Marcenes W, Kassebaum NJ, Bernabé E, et al. Global burden of oral conditions in 1990-2010: a systematic analysis. J Dent Res. 2013;92(7):592-597. 2. United States Census Bureau. U.S. and World Population Clock website. www.census.gov/popclock Accessed May 12, 2015. 3. Coventry J, Griffiths G, Scully C, Tonetti M Periodontal disease. Brit Med J. 2000;321(7252):36-39. 4. Kerr WJS,

# **MAKE THE BOLD CHOICE** FOR A HEALTHIER MOUTH.

## With the **LISTERINE**° that's right for you:

**HELPS PREVENT AND REDUCE PLAQUE AND GINGIVITIS** 

Variety of Flavors



## **KILLS BAD BREATH GERMS**

#### **HELPS PREVENT CAVITIES** AND STRENGTHEN TEETH





Free

#### Alcohol Free and Metered Dosing for Kids

### ADVANCED TECHNOLOGY FOR A CLEANER, HEALTHIER MOUTH







A Burst of Mint Flavor

Easy Sliding and a Superior Clean

Cleans Gently at the Gum Line

### To find out more about every LISTERINE<sup>®</sup> product, visit listerine.com

\*LISTERINE® Antiseptic is not indicated to treat periodontitis.