

# 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:

 **BRUSH**  
2x a day

+

 **FLOSS**  
every day

+

 **RINSE**  
with LISTERINE® Mouthwash  
2x a day for **30 SECONDS**

## AVOID THESE BAD HABITS:



Eating sweets/  
Drinking soft drinks



Chewing ice  
or hard candy



Snacking  
throughout the day

# 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® 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.

Use all products only as directed.

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# TAKE A BOLD STEP TOWARDS A HEALTHIER MOUTH.

## BRING OUT THE BOLD™



# 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:



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 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.\*

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

# TAKE A BOLD STEP: ADD LISTERINE® TO YOUR DAILY REGIMEN.

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

BRUSHING and FLOSSING cover only **25%** of the mouth

Adding LISTERINE® Antiseptic covers the other **75%** of the mouth

**FOR A VIRTUALLY 100% WHOLE-MOUTH CLEAN<sup>4</sup>**

# 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](http://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, Kelly J, Geddes DAM. The areas of various surfaces in the human mouth from nine years to adulthood. *J Dent Res.* 1991;70:1528-1530.

# 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



Alcohol 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® product, visit [listerine.com](http://listerine.com)

Use all products only as directed.