



**Better oral health is a step toward a healthier life**

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**DO IT FOR YOUR MOUTH  
DO IT FOR LIFE**

## Poor Oral Health May Increase the Risk for Broader Health Problems

Emerging science suggests a link between advanced gum disease and the overall health of your body. The early stage of gum disease is gingivitis. Although no causal link has been established, one theory suggests that over time, advanced gum disease can contribute to broader health problems.

### Why Fighting Plaque & Gingivitis Is Important

Plaque is a sticky substance that occurs naturally in your mouth and is made up of millions of harmful germs. If not removed, plaque can build up, causing cavities and the gum disease gingivitis.



Plaque buildup

Gingivitis is an infection that causes your gums to swell, turn red, become tender, and often bleed while brushing. Left untreated, gingivitis may lead to a more advanced

form of gum disease called periodontitis. Advanced periodontitis can lead to tooth loss and may require extensive treatment, including surgery.

## Do You Have Gingivitis?

It is estimated that over 50% of the adult population in the US has some form of the gum disease gingivitis. Ask yourself if you have any of these signs or symptoms commonly associated with gingivitis:



Courtesy of the American Dental Association.

Gingivitis

- Red, swollen, or tender gums
- Gums that bleed during brushing and flossing

Consult your dentist or hygienist if you have any signs or symptoms associated with the gum disease gingivitis.

### What Can You Do to Help Prevent Gingivitis?

Proper brushing twice a day and flossing once a day should be part of your daily routine. Adding Listerine® twice daily to your routine of brushing and flossing is clinically proven to reduce significantly more plaque and gingivitis. And, rinsing with Listerine in the morning and the evening (every 12 hours) can give your **whole mouth 24-hour protection** against plaque and gingivitis germs. Listerine is indicated to help prevent and reduce plaque and gingivitis.

## Listerine® Antiseptic: Do It for Your Mouth

Better oral health is an important part of a healthy lifestyle, just like eating a well balanced diet and exercising regularly.

### The Essential Steps for Better Oral Health:

- Brush — twice a day with a fluoride toothpaste
- Floss — once a day
- Listerine — rinse twice a day with 20 mL (4 teaspoons) of Listerine for 30 seconds

### Visit Your Dental Professional

- Regular dental checkups can detect the early signs of gingivitis and prevent them from becoming more serious
- Talk to your dentist or hygienist about the best home care routine for you



## Listerine® Antiseptic: The Mouthrinse With Distinct Advantages

- Listerine is the #1 dentist- and hygienist-recommended mouthrinse
- Listerine is also the #1 pharmacist-recommended mouthrinse\*
- Listerine carries the ADA Seal of Acceptance
- Listerine is safe and appropriate for long-term daily use



The ADA Council on Scientific Affairs' Acceptance of Listerine® Antiseptic is based on its finding that the product is effective in helping to prevent and reduce gingivitis and plaque above the gumline, when used as directed.

Council On Scientific Affairs, American Dental Association

\* *Pharmacy Times*, June 2006 (in press), or visit [www.pharmacytimes.com](http://www.pharmacytimes.com) to see the Mouthwashes and Rinses Survey.

To learn more, ask your dental professional or visit [www.Listerine.com](http://www.Listerine.com) to see how Listerine® can help you maintain a healthy mouth.

**RINSE TWICE DAILY  
WITH LISTERINE**



**Keep your mouth healthier.**  
[listerine.com](http://listerine.com)

Use as directed as part of your regular oral care routine to help prevent and reduce plaque and gingivitis.