



# LISTERINE® FOR A BETTER ORAL HYGIENE

## Information & recommendations for your daily oral care



Alcohol-free



## Possible problems in the oral cavity

Without the 3-step routine, bacteria in the mouth might lead to the following problems:



### Gum diseases

Microorganisms living in **bacterial plaque** produce „toxins“, among other things, that irritate and inflame the gums (gingivitis). If gingivitis persists long-term, the periodontium could become inflamed (periodontitis) with possible tooth loss in the end.



### Development of cavities

**Cavities are holes** that form in the teeth when acid-producing bacteria dissolve the enamel. Toothache can occur when cavities are advanced.



### Sensitive teeth

**Receding gums** and the breakdown of tooth enamel caused, for example, by periodontitis or improper tooth brushing can expose tooth necks and dentin, thereby causing increased tactile sensitivity as well as sensitivity to hot, cold, and sweet things.



### Formation of tartar

**Tartar is formed** when minerals from the saliva settle in the plaque and harden it. The risk of tartar increases if plaque is inadequately removed due to poor oral hygiene.

# LISTERINE® with the power of essential oils

Thanks to its formula with up to **four essential oils** LISTERINE® has an **antibacterial effect**.<sup>1</sup>

Removes **99.9%\*** of the **bacteria** remaining after brushing your teeth.<sup>2</sup>

Keeps gums healthy.

Freshens breath.

Especially suitable for long-term use\*\*. No tooth discolouration is expected.<sup>3</sup>

## 5X MORE EFFECTIVE THAN FLOSS

at reducing plaque\*\*\*\*

\*\*\*\* Removing bacteria provides sustained plaque reduction above the gumline after a dental cleaning. Use alongside brushing and interdental care.

\* Applies to LISTERINE® with 4 essential oils. \*\* 6 months studies. \*\*\* The essential oils of LISTERINE® (Thymol, Methyl Salicylate, Menthos, Eucalyptol) are also found in these plants. <sup>1</sup> Johnson & Johnson internal in vitro study: 103-0391. Johnson & Johnson 2021. <sup>2</sup> Johnson & Johnson internal study: FCLGBP0048. Johnson & Johnson 2021. <sup>3</sup> Stoecken JE et al., Journal of Periodontology 2007; 78: 1218-1228.

# For your individual oral hygiene



## THE LISTERINE® BASIC RANGE



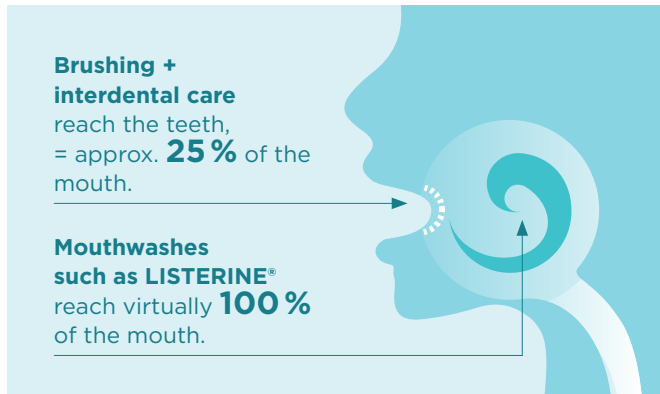
## LISTERINE® FOR ADVANCED NEEDS



All alcohol-free variants are mild in taste.

# Use LISTERINE® as part of a 3-step routine

LISTERINE® can reach virtually every surface of the mouth, even in hard-to-reach areas that patients may miss while brushing and flossing.



How to comprehensively control bacteria\* in the mouth.



**1 BRUSHING<sup>1</sup>**  
**2X daily / 2 minutes**

+



**2 INTERDENTAL CLEANING<sup>1</sup>**  
**1-2X daily**

+



**3 RINSING<sup>1</sup>** with LISTERINE®.  
**2X daily / 30 seconds\*\***

\* Bacteria that can cause bad breath, among other things, if not removed regularly.  
\*\* Rinse for 60 seconds with LISTERINE® Advanced White.  
<sup>1</sup> DG Paro, German Society of Dentistry and Oral Medicine (DGZMK), S3 guideline; Association of the Scientific Medical Societies (AWMF) Reg. No. 083-022. Nov. 2018.

# 3 common questions about LISTERINE®



**Does LISTERINE® cause discolouration?**

No, discolouration is not expected even with long-term use.<sup>1</sup>

**Does LISTERINE® have a negative influence on the oral microbiome?**

No, the natural balance of the mouth's microbiome is maintained even with long-term use.<sup>2</sup>

**Is LISTERINE® without alcohol as effective as with alcohol?**

Yes, clinical data shows comparable efficacy.<sup>3</sup>

Read more interesting facts at:  
[www.listerine.de](http://www.listerine.de)

<sup>1</sup> 6 months studies. <sup>1</sup>Stoeken JE et al., Journal of Periodontology 2007; 78: 1218-1228.  
<sup>2</sup> Minah GE et al., J Clin Periodontol 1989; 16: 347-352. <sup>3</sup> Lynch MC et al., BMC Oral Health 2018; 18: 6.

# LISTERINE®

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