

From: LISTERINE® Professional [mailto:listerineprofessional@healthymouth.listerineprofessional.com]

To: [First Name] [Last Name]

Subject: Code for Gingivitis. [20 characters]

Alt Subject: Learn about new gingivitis CDT code D4346 and get free LISTERINE® samples. [74 characters]

Alt Subject: Learn about new gingivitis CDT code and get free LISTERINE® samples. [68 characters]

Alt Subject: See how new gingivitis CDT code benefits your practice and get free LISTERINE® samples. [86 characters]

Preview Text: Gingivitis finally gets its own insurance code. [48 characters]

Gingivitis finally gets its own insurance code

GINGIVITIS NOW HAS A CDT CODE.

EARN FREE PATIENT SAMPLES ►

Dear [First Name] [Last Name]:

Now for all your patients who have gingivitis, there's a new CDT code for insurance. The ADA has recently approved **code number D4346** for use when diagnosing your patients with generalized moderate to severe gingival inflammation.

LISTERINE® Antiseptic is the #1 recommended mouthrinse and is the only brand to receive the ADA Seal of Acceptance to prevent and reduce plaque and gingivitis.¹



LISTERINE® ANTISEPTIC HAS BEEN CLINICALLY PROVEN TO REDUCE GINGIVITIS BY 65% MORE THAN CREST PRO-HEALTH™²:

Learn more and earn free patient samples when you take our short quiz.

GET STARTED ►

Sincerely,

The LISTERINE® OFFICE ESSENTIALS® Team

REFERENCE 1. American Dental Association. ADA seal product report. Listerine® antiseptic. ADA Web site. <http://www.ada.org/en/science-research/ada-seal-of-acceptance/ada-seal-products/product-category/product-report/?productid=4438&company=Johnson+%26+Johnson+Healthcare+Products&category=Plaque/Gingivitis%20Control%20Mouthrinse>. Accessed January 24, 2017. **2.** Data on file, Johnson & Johnson Consumer Inc.

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