

EXCITING NEWS IN THE WORLD OF GINGIVITIS.

— LISTERINE® —
**OFFICE
ESSENTIALS**

ADA ANNOUNCES CDT CODE D4346

As dental care professionals, you can appreciate the significance of this long-awaited CDT code. Now, you will be able to properly diagnose your patients with generalized moderate to severe gingival inflammation and follow an appropriate and defined treatment plan for gingivitis. That's a big step toward your goal of helping to prevent long-term concerns, such as periodontitis.

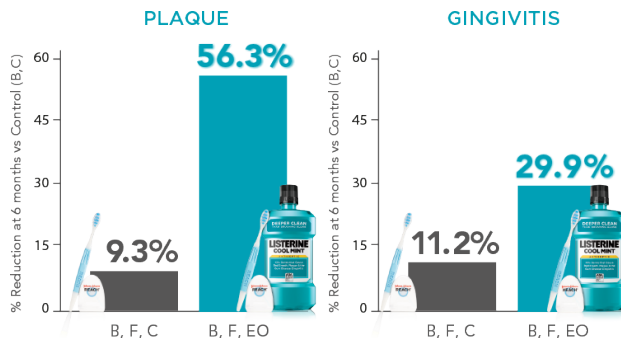
- CDT code 4346 is not age-based, so you can provide earlier intervention and disease prevention in essentially all of your patients
- For patients that are diagnosed with this code, you can now have more meaningful conversations about gingivitis
- To learn more about the code, visit the ADA website at www.ada.org

IMPROVE YOUR PATIENT'S ORAL HEALTH WITH LISTERINE® ANTISEPTIC

With chronic gingivitis affecting over 90% of the world's population to some degree,¹ it's good to know that LISTERINE® Antiseptic is the #1 recommended mouthrinse and the only brand to receive the ADA Seal of Acceptance to prevent and reduce plaque and gingivitis.²

Added to a daily brush/floss regimen, LISTERINE® Antiseptic is clinically proven to significantly reduce plaque and gingivitis.

LISTERINE® Antiseptic significantly improves the benefits of a brush/floss regimen³



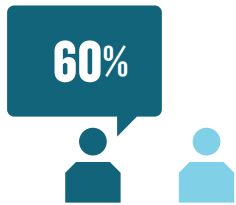
B=Brushing.
F=Flossing.
C=Rinsing with control mouthrinse.
EO=Rinsing with an essential oil-containing mouthrinse.

**NOT ALREADY
A MEMBER?**

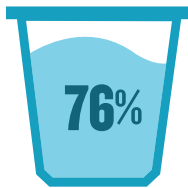
Sign up for LISTERINE® OFFICE ESSENTIALS® today to receive additional information and free patient samples at Listerineprofessional.com/oesignup

A HEALTHIER MOUTH STARTS WITH YOUR RECOMMENDATION

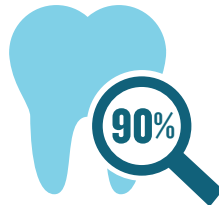
Your recommendation of LISTERINE® Antiseptic mouthrinse can make a difference to your patients. A survey of over 4000 patients worldwide, revealed⁴:



OF PATIENTS NEED YOUR PROFESSIONAL RECOMMENDATION TO START A HEALTHY HABIT.*



OF PATIENTS ARE WILLING TO ADD ANOTHER STEP TO THEIR ORAL CARE ROUTINE FOR A BETTER CHECKUP.*



OF PATIENTS ARE WILLING TO USE A MOUTHWASH FOR ENHANCED ORAL HEALTH.*

And, you can feel confident recommending a brand that has been proven to provide over **2X more healthy gingival sites** vs mechanical methods alone at 6 months.^{5†}



LISTERINE® offers a variety of antiseptic mouthrinses that can help patients to reduce gingivitis including:

*Based on self-reported data from a survey of patients in the United States, United Kingdom, Thailand, Brazil, and Japan (N=4134).

†Landmark, peer-reviewed analysis of 29 studies involving over 5000 patients.

References: 1. Coventry J, Griffiths G, Scully C, Tonetti M. ABC of oral health: periodontal disease. *BMJ*. 2000;321(7252):36-39. 2. 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. 3. Sharma N, Charles CH, Lynch MC, et al. Adjunctive benefit of an essential oil-containing mouthrinse in reducing plaque and gingivitis in patients who brush and floss regularly: a six-month study. *J Am Dent Assoc*. 2004;134(4):496-504. 4. Study of Bold Oral Health Survey, 2015. 5. Araujo MW, Charles CA, Weinstein RB, et al. Meta-analysis of the effect of an essential oil-containing mouthrinse on gingivitis and plaque. *J Am Dent Assoc*. 2015;146(8):610-622 and/or post hoc analyses of data. Use all products only as directed.

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