

From: LISTERINE® Professional [mailto:listerineprofessional@healthymouth.listerineprofessional.com]
To: [First Name] [Last Name]
Subject: Learn about our alcohol-free mouthwashes and get free LISTERINE® samples. [73 characters]
Alt Subject: See alcohol-free alternatives for LISTERINE® and get free patient samples. [75 characters]
Alt Subject: Get free samples of LISTERINE® and learn about our alcohol-free mouthwashes. [76 characters]
Alt Subject: Is alcohol-free LISTERINE® what you need? Learn more and get free patient samples. [82 characters]

Preview Text: Learn more about LISTERINE® and its zero alcohol products. [58 characters]

Learn more about LISTERINE® and its zero alcohol products.

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As part of The OFFICE ESSENTIALS® Program, you are receiving this e-mail with news and updates from the LISTERINE® Brand.

INTENSE GERM-KILLING POWER.
LESS INTENSE TASTE.



EARN FREE PATIENT SAMPLES ▶

Dear [First Name] [Last Name]:

When recommending a mouthwash for your patients, LISTERINE® is an effective and proven option to improve overall oral health. But what about patients who avoid LISTERINE® because they find the taste too intense?

To meet their oral care needs, we also offer less intense, zero alcohol options for a whole-mouth clean with LISTERINE® TOTAL CARE ZERO and LISTERINE ZERO®.



70% OF PATIENTS DON'T KNOW ABOUT ZERO ALCOHOL FORMULA LISTERINE®1:

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

GET STARTED ▶

Sincerely,

The LISTERINE® OFFICE ESSENTIALS® Team

REFERENCE 1. Data on file, Johnson & Johnson Consumer Inc.

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