

YOUR LISTERINE® PATIENT SAMPLES HAVE ARRIVED!

HELP GET PATIENTS TO CAVITY-FREE, ALCOHOL-FREE.

— LISTERINE® —
**OFFICE
ESSENTIALS**

While LISTERINE® has proven very effective in improving overall oral health, we know the taste can be too intense for some. That's why we also offer mouthwashes with zero alcohol formulas to meet their needs.

For patients who want extended cavity protection, there's LISTERINE® TOTAL CARE ZERO. This fluoride anticavity mouthwash helps prevent cavities and restores enamel all in an alcohol-free formula, giving everyone a reason to smile.

LISTERINE® TOTAL CARE ZERO offers 6 benefits in 1:

- | | |
|---|--|
|  HELPS PREVENT CAVITIES |  KILLS BAD BREATH GERMS |
|  RESTORES ENAMEL |  CLEANS THE WHOLE MOUTH |
|  STRENGTHENS TEETH |  FRESHENS BREATH |

Powered by RAPID FUSION TECHNOLOGY®1-5

- Dramatically boosts fluoride uptake and remineralization of enamel
- Helps strengthen tooth surfaces
- Provides extended cavity protection



Provides up to
2.4x
GREATER
FLUORIDE
UPTAKE
compared
to ACT®1*



**NOT ALREADY
A MEMBER?**

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

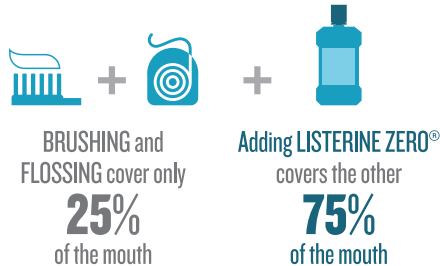
FULL OF GERM-KILLING POWER. FREE OF ALCOHOL.



Do your patients simply want a healthier mouth without the intensity of an antiseptic? We have a solution for that too!

LISTERINE ZERO® offers a less intense, alcohol-free option for a whole-mouth clean. No other alcohol-free mouthwash is proven better at killing millions of bad breath germs, leaving patients with a cleaner, fresher, mouth.

- Kills **99.9%** of bad breath germs on contact⁶
- 100% alcohol-free formula
- Less intense minty taste



FOR A VIRTUALLY
100%
WHOLE-MOUTH CLEAN⁷



Contains **4 ESSENTIAL** Oils found in LISTERINE® Antiseptic mouthrinse helping to prevent bad breath

⁶Compared to ACT® Total Care Anticavity Fluoride Rinse, ACT® Total Care Anticavity Fluoride Rinse-Alcohol Free, ACT® Total Care Anticavity Fluoride Mouthwash, ACT® Restoring™ Anticavity Mouthwash, and ACT® Anticavity Kids Fluoride Rinse in a laboratory study.

References: 1. Data on file, Johnson & Johnson Consumer Inc. 2. Gonzalez-Cabezas C, Jiang H, Fontana M. Remineralizing effect of low-pH fluoride treatment on advanced non-cavitated lesions [abstract]. *Caries Res.* Abstract 115. 2009;43:220. 3. Friberger P. The effect of pH upon fluoride uptake in intact enamel. *Scand Dent Res.* 1975;83(6):339-344. 4. Peterson LG, Lodding A, Hakeburg M, Koch G. Fluoride profiles in human enamel after in vitro treatments with dentifrices of different compositions and acidities. *Swed Dent J.* 1989;13(5):177-183. 5. Delbem AC, Tiano GC, Alves KM, Cunha RF. Anticariogenic potential of acidulate solutions with low fluoride concentration. *J Appl Oral Sci.* 2006;14(4):233-237. 6. Ilg D, McGuire JA, Mordas CJ, Queiroz D, Fourre T, Santos SL. In vitro efficacy of an alcohol-free essential oil containing mouthrinse. *J Dent Hyg.* 2012;86(1):50-51. 7. Kerr WJS, Kelly J, Geddes DAM. The areas of various surfaces in the human mouth from nine years to adulthood. *J Dent Res.* 1991;70:1528-1530.

Use all products only as directed.

The third-party trademarks used herein are trademarks of their respective owners.

The LISTERINE® bottle design and OFFICE ESSENTIALS® are registered trademarks of Johnson & Johnson Consumer Inc.

© Johnson & Johnson Consumer Inc. 2017. TCZDMA17

**YOUR RECOMMENDATION
MATTERS**

Remember, a patient's first step to better oral health starts with **YOUR** recommendation. Learn more about how LISTERINE® can help at Listerineprofessional.com