



# ANNOUNCING LISTERINE® SENSITIVITY

## POWERED BY CRYSTAL BLOCK™ TECHNOLOGY

- ✓ Creates a powerful shield of continuous protection<sup>3,†</sup>
- ✓ Reaches virtually 100% of the sensitive areas of teeth<sup>‡</sup>
- ✓ Dosage: Rinse with 10mL for 60 seconds morning and night, after brushing. Do not swallow
- ✓ Alcohol Free

## PICK YOUR RINSE

Buy any 1 case, get 1 case FREE!



POWERED BY  
OUR 4 ESSENTIAL  
OILS FORMULA

**LISTERINE® COOL MINT®**  
Antiseptic Mouthwash, 3.2oz  
[42795]

The only ADA-Accepted  
Branded Antiseptic Mouthwash.



**LISTERINE ZERO®**  
Mouthwash, 3.2oz  
[42830]

Alcohol free.  
Less intense taste.



POWERED BY  
RAPID FUSION  
TECHNOLOGY\*

**LISTERINE® TOTAL CARE**  
Anticavity Mouthwash, 3.2oz  
[30695]

Up to 7X more fluoride uptake  
than other fluoride rinses.<sup>§</sup>



POWERED BY  
RAPID FUSION  
TECHNOLOGY\*

**LISTERINE® TOTAL CARE ZERO**  
Anticavity Mouthwash, 3.2oz  
[30668]

Compared to other fluoride rinses,<sup>§</sup>  
superior fluoride uptake.  
ZERO alcohol option.



POWERED BY  
CRYSTAL BLOCK™  
TECHNOLOGY

**LISTERINE® SENSITIVITY**  
Mouthrinse, 3.2oz  
[23595]

Recommend LISTERINE® SENSITIVITY  
to your patients for long-lasting relief  
from the pain of tooth sensitivity.<sup>‡,†</sup>

## PICK YOUR FLOSS

Buy 2 cases, get 1 case FREE!



**LISTERINE® ULTRACLEAN®**  
5yd Floss  
[44026]

Slides as easily as the  
leading floss product...  
and removes up to 2x  
more plaque.<sup>1,2</sup>



**LISTERINE® COOL MINT™**  
5yd Floss  
[44037]

Removes up to 61%  
more plaque than the  
leading floss product.<sup>‡</sup>



**LISTERINE® GENTLE GUM CARE**  
5yd Floss  
[44022]

Removes up to 40%  
more plaque than the  
leading floss product.<sup>‡</sup>



**REACH® Mint Waxed**  
5yd Floss  
[9864]

Removes up to 52%  
more plaque than the  
leading floss product.<sup>‡</sup>



**REACH® TOTAL CARE FLOSS CLEAN**  
Soft, Compact toothbrush  
[9223]

## TAKE YOUR BRUSH

Buy 2 cases, get 1 case FREE!

Contact your sales representative to purchase or learn more.

Limited-time offer • No contract required • Free goods shipped with order

LISTERINE® Interdental does not contain mouth rinse ingredients. \*Free case must be the same product as the purchased case. †Compared to other fluoride rinses in a laboratory study. ‡Data on file, Johnson & Johnson Consumer Inc. #Superior fluoride uptake vs. other non-alcohol branded product in a laboratory study. †Sensitivity relief in 2 weeks with continued use. \*\*Must buy 2 of the same case. Free case must be the same product as the purchased products. REFERENCES: 1. Charles CA, Vair LH, Queiroz D, et al. Comparing consumer acceptance and perceived benefits of two floss technologies. J Dent Hyg. 2009;83(4):204. 2. Morris A, Santos S, Sinatra K, et al. Plaque removal of a revolutionary monofilament floss with flexible MICRO-GROOVES®. J Dent Res. 2009;88(Spec Issue A). Abstract 1574. www.dentalresearch.org 3. Sharma D, Hong CX, Heipp P. A novel potassium oxalate-containing tooth-desensitizing mouthrinse: A comparative in vitro study. J Dent. 2013;41(Suppl 4):S18-S27. The third-party trademarks used herein are trademarks of their respective owners. REACH® toothbrush is owned by High Ridge Brands Co. ©J&JCI 2018 USE ALL PRODUCTS ONLY AS DIRECTED.

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