



# READY TO CHANGE THE WORLD OF ORAL HEALTH?

**76% OF PATIENTS WOULD ADD ANOTHER STEP TO THEIR ORAL CARE ROUTINE FOR A BETTER CHECKUP. THAT'S A BOLD OPPORTUNITY KNOCKING.**

LISTERINE® has a goal. This goal is bold. 100% bold. LISTERINE® wants every patient to brush, floss, and rinse, to help stamp out the incidence of oral disease worldwide. Even bolder: the proof this goal is achievable.

LISTERINE® studied over 4000 patients from around the globe and found that many want to improve their oral health; and they want to learn from professionals like you. Better oral health is possible—but it starts with your recommendation to brush, floss, and rinse!

## BRING OUT THE BOLD™



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

**LISTERINE®**