

1. Brush
2. Floss
3. Rinse

A guide to a complete oral care regime at home



REDEFINING EVERYDAY ORAL CARE

**ORALSCIENCE™**

A SERVICE BROUGHT TO YOU BY JOHNSON & JOHNSON PACIFIC

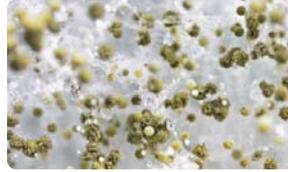
[www.listerine.com.au](http://www.listerine.com.au)

# Your Oral Health

Did you know that bacteria live in your mouth?

And, did you know that these bacteria can lead to oral disease?

The signs to look out for are red, swollen and bleeding gums.



## How does this relate to your mouth?

Inside your mouth, a sticky layer of bacteria called dental plaque or oral biofilm grows everyday and multiplies on your teeth, gums and tongue - in fact all oral surfaces.

If we don't disturb and remove the dental plaque on a daily basis it can cause oral disease such as tooth decay and gingivitis.<sup>1</sup>

Our best defence against oral disease is to eat a balanced healthy diet, quit smoking, consume alcohol in moderation, be happy and follow these proactive steps towards oral health:

1. Brush
2. Floss
3. Rinse

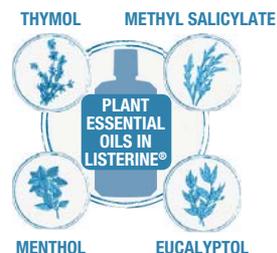
## What is Dental Biofilm?

Bacterial dental plaque grows in your mouth every hour of every day. For most people brushing and flossing doesn't remove all of this bacterial plaque, and more importantly, it doesn't kill this bacteria which may be responsible for dental caries (decay) and periodontal infections (gingivitis).

Biofilms are complex communities that consist of bacteria enclosed in a matrix. The protection from the matrix makes it harder to remove and kill bacteria.

Biofilm matures into plaque and can cause tooth decay and gingivitis.<sup>1</sup>

## What is in LISTERINE® ?



LISTERINE® contains four essential oils (eucalyptol, methyl salicylate, menthol, and thymol) that provide antimicrobial germ kill beyond brushing.

LISTERINE® is the world's most clinically researched mouthwash, and has been examined in more than 50 clinical studies.

# 1. Brush

Be proactive - **brush** morning and night. This disturbs and removes most of the bacterial dental plaque from tooth surfaces and the top of our tongues.

Place a pea-size amount of fluoride toothpaste on a soft, small headed toothbrush. Angle the bristles of the brush (45 degrees) towards the gum line on the outside (cheek) surfaces of your teeth.

Move the bristles in a small, circular motion to clean all outside surfaces - upper and lower teeth - don't scrub as this may damage the teeth.



Now it's time to brush the inside tooth surfaces (upper and lower teeth).

Remember to angle the tooth bristles towards the gum line whilst using the same, small circular motion.



Now it's time to brush the tricky tooth surfaces at the front - both inside and outside surfaces.

Tip the toothbrush handle up for the inside surface of the lower teeth and jiggle up and down.

Tip the toothbrush handle down to brush the inside surfaces of the upper teeth.



The biting surfaces of the teeth are next - upper and lower teeth.

Place the toothbrush bristles on top of the biting surfaces and move your toothbrush back and forth.

To finish, place the toothbrush bristles on the tongue and sweep down and across the tongue - side to side.



## 2. Floss

Brushing alone will not remove all of the dental plaque (oral biofilm) and this may lead to dental caries (decay) as the oral biofilm grows between your teeth. 2 Your next proactive step towards good oral health is **flossing**.

Pull out 45cms of floss, holding the end of the loss between your thumb and third finger - gently wind most of the floss around this third finger. Now, wind the rest of the floss around the third finger on your other hand.



Now bring your thumb and index fingers together to hold the line of floss in the middle.



Using your thumbs and/or index fingers gently guide a small length of floss between each tooth - moving the floss in a see-saw motion. Curve the floss in a C-shape around each side of the two teeth - move up and down the side of the teeth and under the gum.



## 3. Rinse

The final proactive step towards good oral health is **rinsing** your mouth twice a day after brushing and flossing. This will kill the disturbed bacterial plaque that may be left behind.<sup>2</sup>

Brushing and flossing alone will not remove all of the bacterial plaque and rinsing with an approved antibacterial mouthwash can improve and maintain your oral health if used regularly.<sup>1,2,3,4</sup>

Rinse your mouth with 20ml of undiluted LISTERINE® antibacterial mouthwash for 30 seconds and then spit out.



# Choosing the right **LISTERINE®** for you



**LISTERINE®**  
**TOTAL CARE®**  
Antibacterial  
Mouthwash

- Kills 99.9% of germs
- Protect gums
- Fresh Breath
- Helps prevent cavities
- Strengthens tooth enamel
- Reduces plaque
- Prevents tartar
- 100 ppm fluoride



**LISTERINE®**  
**TOTAL CARE®**  
**ZERO**  
**ALCOHOL**  
Antibacterial  
Mouthwash

- No Alcohol
- Kills 99.9% germs
- Protects gums
- Fresh breath
- Helps prevent cavities
- Strengthens tooth enamel
- Reduces plaque
- Prevents tartar
- 100ppm fluoride



**LISTERINE®**  
**ZERO™**  
Antibacterial  
Mouthwash

- No alcohol
- Kills 99.9% of germs
- Protect gums
- Fresh Breath
- Helps prevent cavities
- Strengthens tooth enamel
- Reduces plaque
- 100 ppm fluoride



**LISTERINE®**  
**TOTAL CARE®**  
**SENSITIVE**  
Antiseptic  
Mouthwash

- Relieves & protects against sensitivity
- Kills 99.9% of germs
- Protect gums
- Fresh Breath
- Helps prevent cavities
- Strengthens tooth enamel
- Reduces plaque
- 100 ppm fluoride
- Reduces development of gingivitis

# How does **LISTERINE**® work?

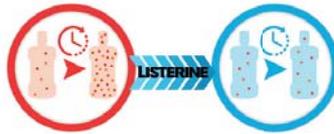
The mechanism of action of the 4 essential oils found in **LISTERINE**® is as follows:

## 1 Kills Bacteria



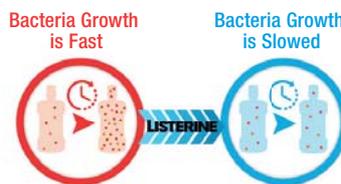
The powerful essential oil blend in **LISTERINE**® kills 99.9% of bacteria by destroying the cell wall.

## 2 Slows Bacterial Growth



Bacteria growth is slowed down by the essential oils in **LISTERINE**®.

## 3 Interferes With Biofilm Growth



**LISTERINE**® interferes with biofilm growth by stopping new bacteria from joining the pioneer bacteria.

### References:

1. Gurenlian, Joann. R. (2007) The role of dental plaque biofilm oral health. Journal of Dental Hygiene - supplement to Access p:4-11.
2. Mythri H, Ananda S R, Prashant G M, Subba Reddy V V, Chandu G N. (2011) The efficacy of antiseptic mouth rinses in comparison with dental floss in controlling interproximal gingivitis. J Int Soc Prevent Communit Dent ;1:31.
3. Asadoorian, Joanna. (2007) Strategies for incorporating antimicrobial mouth rinses into daily oral care. Journal of Dental Hygiene - supplement to Access P: 26-31.
4. Gursolley, John, C. (2006) A meta-analysis of six month studies of antiplaque and antigingivitis agents. Journal of American Dental Association. 137:1649-1657  
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