### RECOMMEND LISTERINE FLOSS®
ADVANCED TECHNOLOGY FOR EFFICIENT PLAQUE REMOVAL

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>BRAND</th>
<th>ENLARGED FLOSS SUBSTRATES</th>
<th>TECHNOLOGY</th>
<th>EFFECTIVENESS</th>
<th>PRODUCT ATTRIBUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Removes plaque that brushing misses</td>
<td>LISTERINE® COOL MINT® FLOSS</td>
<td>Waxed String Floss</td>
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<td>Effectively removes interdental plaque</td>
<td>Waxed coating shred-resistant soft and flexible slides easily between teeth</td>
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<tr>
<td>Removes plaque that brushing misses</td>
<td>LISTERINE® COOL MINT® EXTRA WIDE FLOSS FOR WIDER SET TEETH</td>
<td>Waxed String Floss</td>
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<td>Removes up to 2X more plaque than Crest® GLIDE® Floss products™</td>
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<td>Removes plaque that brushing misses</td>
<td>LISTERINE® FRESH BURST® MINT WAXED FLOSS</td>
<td>Waxed String Floss</td>
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<td>Removes up to 2X more plaque than Crest® GLIDE® MINT FLOSS™</td>
<td>Waxed coating shred-resistant soft and flexible slides easily between teeth</td>
</tr>
<tr>
<td>Removes plaque that brushing misses</td>
<td>LISTERINE® UNFLAVOURED WAXED FLOSS</td>
<td>Waxed String Floss</td>
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<td>Easily gets to 100% of hard to reach places*</td>
<td>Waxed coating shred-resistant soft and flexible slides easily between teeth</td>
</tr>
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<td>Removes plaque that brushing misses</td>
<td>LISTERINE® TOTAL CARE™ EASY SLIDING FLOSS</td>
<td>Waxed String Floss</td>
<td>Advanced Micro-Grooves® Technology + Baking Soda</td>
<td>Removes plaque that brushing misses</td>
<td>Stretches to get between teeth without shredding mint flavoured for added freshness</td>
</tr>
<tr>
<td>Our most complete floss</td>
<td>LISTERINE® TOTAL CARE™ + WHITENING EASY SLIDING FLOSS</td>
<td>Waxed String Floss</td>
<td>Advanced Micro-Grooves® Technology + Baking Soda</td>
<td>Designed to remove tough stains</td>
<td>Stretches to get between teeth without shredding mint flavoured for added freshness</td>
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<tr>
<td>Designed to remove tough stains</td>
<td>LISTERINE® ULTRACLEAN® FLOSSER WITH 8 REPLACEMENT HEADS</td>
<td>Waxed String Floss</td>
<td>High Tenacity Yarn</td>
<td>Makes flossing as easy as brushing</td>
<td>Removes plaque that brushing misses long ergonomic handle</td>
</tr>
</tbody>
</table>

- **Waxed coating**: Removes plaque that brushing misses
- **Shred-resistant, soft and flexible**: Slides easily between teeth
- **Stretches to get between teeth**: Soft filament is gentle on gums and comfortable to grip
- **Non-slip grip**: Withstands breakage not sticky

**Formerly**
- J&J REACH® DENTOTAPE Waxed Tape
- J&J REACH® DENTOTAPE EXTRA WIDE Waxed Tape
- J&J REACH® MINT WAXED FLOSS
- J&J REACH® UNFLAVOURED WAXED FLOSS
- J&J REACH® TOTAL CARE™ FLOSS
- J&J REACH® ACCESS FLOSSER WITH 8 REPLACEMENT HEADS

**Format**
- 50.3 M / 55 YD
- 182.5 M / 200 YD
- 11 M / 12 YD
- 10 M / 12 YD
- 4.5 M / 5 YD
- 27.4 M / 30 YD
- 1 FLOSSER + 8 REPLACEMENT HEADS

Visit www.listerine.ca to learn more

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