Advanced Defence Gum Treatment provides a 50.9% bleeding reduction at 4 weeks'

Reduction in whole-mouth mean bleeding index

- Prevents bacteria from accessing and attaching to pellicle proteins
- Is clinically proven to interrupt plaque colonization
- Provides 50.9% bleeding reduction at 4 weeks (p<0.001)
- Significantly reduces gum disease at 2 weeks (p<0.001)
- Designed to not cause staining
- Can be used long-term to prevent recurrence of gum disease
- Crisp-Mint taste

LISTERINE® Advanced Defence Gum Treatment:
Can be used twice daily after brushing (2x 20 ml for 30 seconds) or as directed by you as part of your patient’s oral care routine as an adjunct to mechanical cleaning.

Advanced Defence against gum disease

Provides an alternative to chlorhexidine medicated mouthrinses

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Can be used twice daily after brushing (2x 20 ml for 30 seconds) or as directed by you as part of your patient’s oral care routine as an adjunct to mechanical cleaning.

References:
4. DOF 1 – 2013 (LAEBBA0001).
5. DOF 2 – 2013 (UNKPLT0006).

Adapted from a clinical study. Four sites, per subject, evaluted, randomized, controlled parallel design. One to One: Periodontal Therapy. That’s a mouthwash that’s right for you. Advanced Defence Gum Treatment. Listerine Canada. 2013. Clinical study performed in a laboratory and repeated under daily use for four weeks.

Advanced Defence Gum Treatment cuts gingival bleeding by 50.8% in just 4 weeks
**Pathogenesis of gingivitis/periodontitis**

Adapted from the Pathogenesis of Human Periodontitis, Page RC & Kornman KS. Periodontology 1

**Introducing Advanced Defence Gum Treatment – clinically proven to treat gum disease as an adjunct to mechanical cleaning**

- Formulated with unique LAE (Ethyl Lauroyl Arginate) technology:
  - Forms a physical coating on the pellicle to prevent bacteria from accessing and attaching to the pellicle proteins
  - Interrupts plaque biofilm formation and maturation

Advanced Defence Gum Treatment is clinically proven to interrupt the plaque colonization process

**Plaque is the major cause of gum disease**

"Currently oral plaque biofilm disruption is the most effective way to treat and prevent both conditions [gingivitis and periodontitis]" – Group B consensus report of the fifth European Workshop in Periodontology

**Tooth surface before the use of Advanced Defence Gum Treatment**

**Tooth surface after the use of Advanced Defence Gum Treatment**

**Reduction in whole-mouth plaque index**

![Graph showing percentage reduction from control](image-url)

29.1% 42.6%

p<0.001

Week 2

Week 4

Advanced Defence Gum Treatment