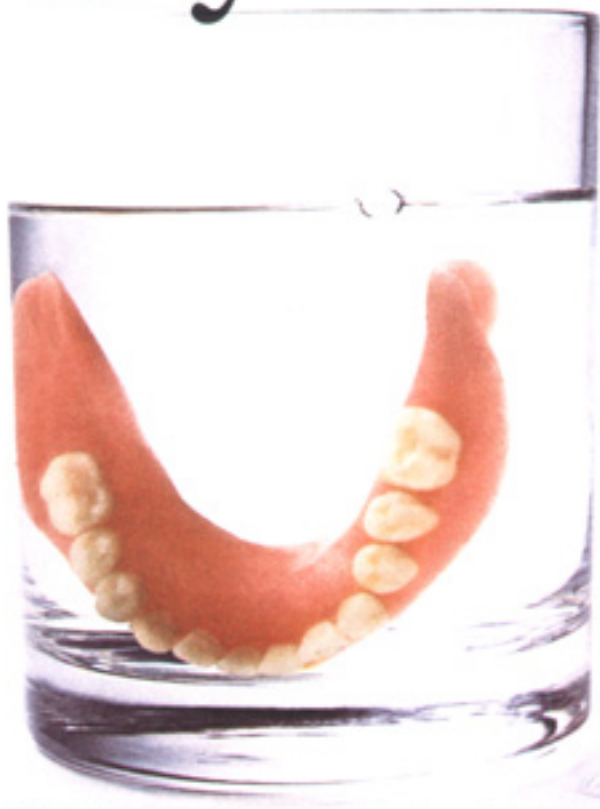


# One Alternative to Daily Flossing.



## Daily flossing is the best way to prevent gum disease and tooth loss.

That's why the American Dental Association recommends brushing and flossing every single day. In fact, millions of people wear dentures because of gum disease, not cavities. It's gum disease that causes the tooth loss that often means dentures. And since daily flossing is the best way to prevent gum disease, it helps you keep your teeth and avoid dentures.

## Here's how gum disease can cause tooth loss:

Every day a substance called plaque grows in places where a toothbrush can't reach, such as under your gums and between your teeth. If not removed by daily flossing, the live bacteria

that make up plaque multiply, spread and travel under your gum line. Eventually you can develop gum disease, which will destroy the very support structure of your teeth. That is exactly what has happened to millions of people who now wear dentures.

## Johnson & Johnson Dental Floss is the dentists' choice.

Johnson & Johnson Dental Floss is the floss most people use, and the one dentists recommend most. Because Johnson & Johnson Dental Floss offers the widest variety of flosses—it comes in the most flavors and widths—you can be sure there's one just right for you. Choosing the right kind of floss from the Johnson & Johnson line makes it easier to keep your teeth clean, healthy—and yours.

Top-Free Product Information Call: Cont. U.S. Only—800-526-2433 (in New Jersey 800-352-4777)

### Johnson & Johnson Dental Floss



## Your strongest line of defense against gum disease.