

NEWS RELEASE



IMMEDIATE RELEASE

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The Makers of LISTERINE® Antiseptic Unveil New Docummercial Narrated By Neil Patrick Harris Benefiting *America's Toothfairy*®

(Charlotte, NC—June 1, 2010) The makers of LISTERINE® Antiseptic introduce “This Is Your Mouth,” a docummercial narrated by award-winning actor Neil Patrick Harris (CBS’ *How I Met Your Mother*) to benefit National Children’s Oral Health Foundation: *America’s Toothfairy*®.

By blending pop culture with science and a good dose of humor, “This Is Your Mouth” takes a closer look at the potential effects of rapidly multiplying bacteria in the mouth and illustrates how LISTERINE® Antiseptic destroys the millions of germs that are left behind from brushing alone. Watch and learn from leading dental professionals and scientists how bacteria multiply and collect in the mouth to form a thick layer called plaque biofilm, which is more harmful than free-flowing bacteria and may increase the potential for bad breath and gingivitis. Viewers will also explore when LISTERINE® Antiseptic was first formulated in 1879 and get rare glimpses of retro advertisements. Each time the documentary is viewed at www.listerine.com/yourmouth, a \$1.00 donation will go to National Children’s Oral Health Foundation: *America’s Toothfairy*®.***

“Plaque is not a simple matter and there is more to be concerned about than meets the eye. We all need to understand the effects of the plaque biofilm,” said Marcelo Araujo, D.D.S., Ph.D., Associate Director, Scientific & Professional Affairs, Johnson & Johnson Consumer & Personal Products Worldwide, Division of Johnson & Johnson Consumer Companies, Inc. “This docummercial will educate viewers on the important role that rinsing plays in fighting the plaque biofilm.”

“I never realized how much goes on ‘behind the scenes’ in our mouths, and that brushing and flossing alone isn’t enough to keep germs at bay,” said Neil Patrick Harris. “But more importantly, I’m excited that by viewing this documentary on the website, donations will be made to National Children’s Oral Health Foundation, a very worthwhile organization. Children across the country need to spend more time on the playground and less time with a toothache!”

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Fern Ingber, NCOHF President and CEO stated, "We are very grateful that the makers of LISTERINE® share our commitment to children's oral health and chose to direct proceeds from the production of "This Is Your Mouth" to NCOHF smile-saving programs. This generous donation will enable NCOHF Affiliates to continue providing quality treatment and critical preventive services to children from vulnerable populations to effectively break the cycle of preventable pediatric dental disease."

To view the short documentary and share it with friends via Facebook® and Twitter®, watch a making of the video with Neil Patrick Harris and to download specialty wallpaper, log onto www.listerine.com/yourmouth. To learn more about *America's Toothfairy*® or to adopt the oral care of a child in need, visit www.americastoothfairy.org.

** Up to \$15,000

***Downloading "This is Your Mouth" will not trigger a donation in the following states: Alabama, Maine, Massachusetts, and South Carolina.

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About LISTERINE® Antiseptic

LISTERINE® Antiseptic is the number one dentist-recommended brand of over-the-counter antimicrobial mouthrinse and the only nationally branded over-the-counter antimicrobial mouthrinse that has earned the ADA Seal of Acceptance. First offered for sale in 1879, first marketed for oral hygiene in 1895, and made today by Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc., LISTERINE® Antiseptic contains a fixed combination of four essential oils and is clinically proven to kill germs that cause plaque, gingivitis and bad breath. To learn more about LISTERINE® Antiseptic and to further explore the mouth-body connection, visit www.listerine.com.

Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc.

Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc. is a leader in the consumer oral health and whitening market with LISTERINE® Antiseptic Mouthwash, LISTERINE® TOTAL CARE Anticavity Mouthwash, LISTERINE® WHITENING® Quick Dissolving Strips, LISTERINE® WHITENING® Pre-Brush Rinse, LISTERINE® WHITENING® VIBRANT WHITE® Pre-Brush Rinse, LISTERINE® WHITENING® Pen, LISTERINE® SMART RINSE®, LISTERINE® AGENT COOL BLUE®, REACH® toothbrushes, REACH® floss, and REMBRANDT® tooth whitening products.

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About National Children's Oral Health Foundation: America's Toothfairy (NCOHF)

National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers, and mobile programs throughout America.

For more information about NCOHF, please visit www.AmericasToothfairy.org.

Neil Patrick Harris is a consultant for Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc.

REFERENCES

1. Lewis C. Fighting gum disease: how to keep your teeth. Dental Watch. Available at: <http://www.dentalwatch.org/basic/gumdisease.html>. Accessed Feb. 12, 2010. Reprinted from the May-June 2002 issue of FDA Consumer Magazine (<http://www.fda.gov/ForConsumers/ConsumerUpdates/default.htm>).