

If you knew what was growing under your gums every day, you'd floss every day.

Plaque magnified 10,000 times.

There's an invisible substance growing in your mouth right now that can cause you to lose your teeth. It's called plaque, and it's made up of live bacteria that grow every single day in places where a toothbrush can't reach, such as under your gums and between your teeth. That's why you need to floss every single day. Otherwise, you allow plaque bacteria to multiply and travel deeper under your gum line. If left unchecked, plaque leads to gum disease, which destroys the very support structure of your teeth. Your teeth then become loose, and you may require gum surgery or even

dentures. In fact, did you know that millions of people who wear dentures have lost their teeth to gum disease, *not* cavities?

How can you prevent the permanent damage caused by gum disease?

According to the American Dental Association, the best way is to remove plaque by brushing and

daily flossing. Because only when you floss every day can you stop plaque before it attacks your gums.

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 free of plaque and to keep them all your own.

Toll-Free Product Information
Call: Cont. U.S. Only—800-526-2433
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Johnson & Johnson Dental Floss.



Your strongest line of defense against gum disease.