

THE STUDY OF BOLD

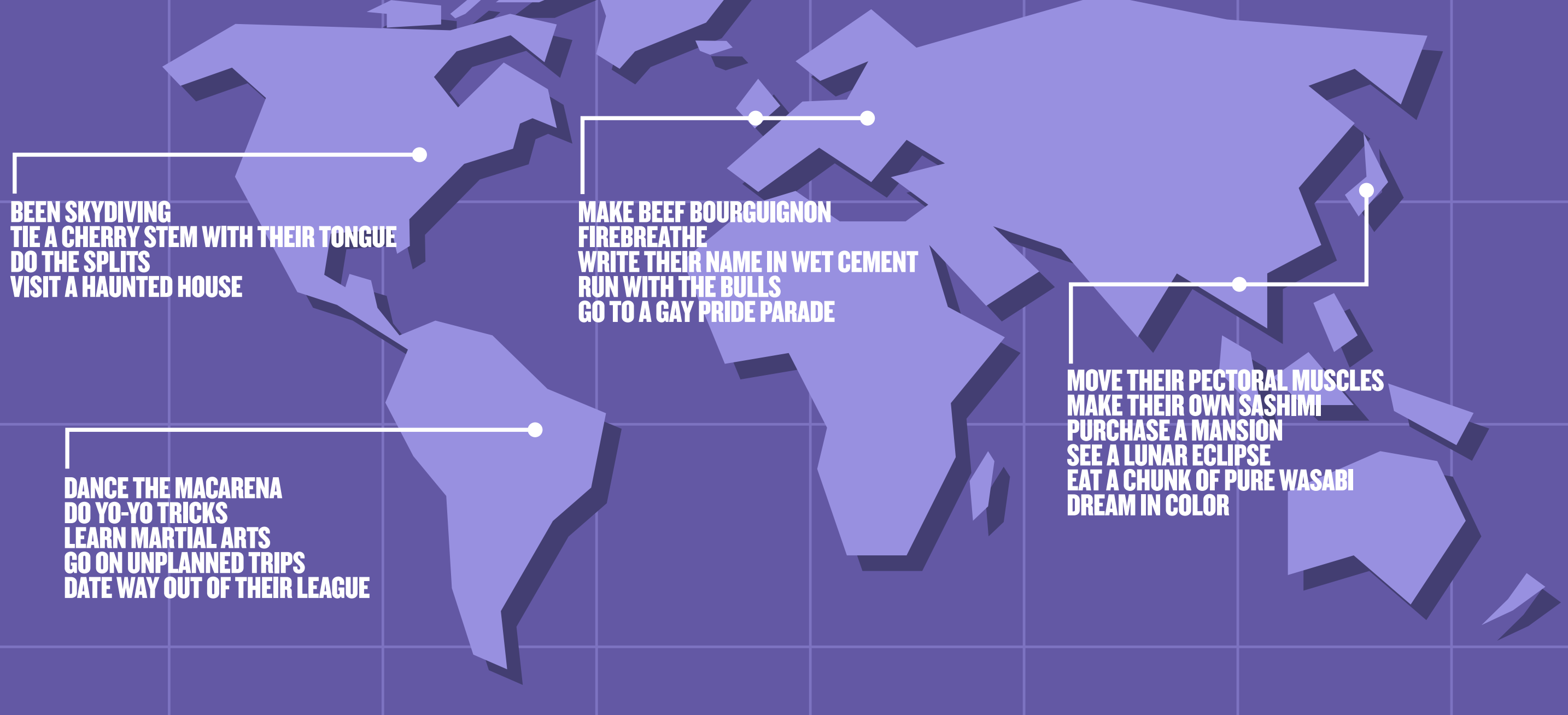
YES, IT'S A REAL STUDY

We at LISTERINE® believe that the solution to almost every problem starts with scientific studies. Our hypothesis: LISTERINE® users are more likely to do/have done these things relative to non-users in the same market. This list is not at all comprehensive.

Explore more findings at LISTERINE.com/BringOutTheBold.

THE ENTIRE BOLD WORLD

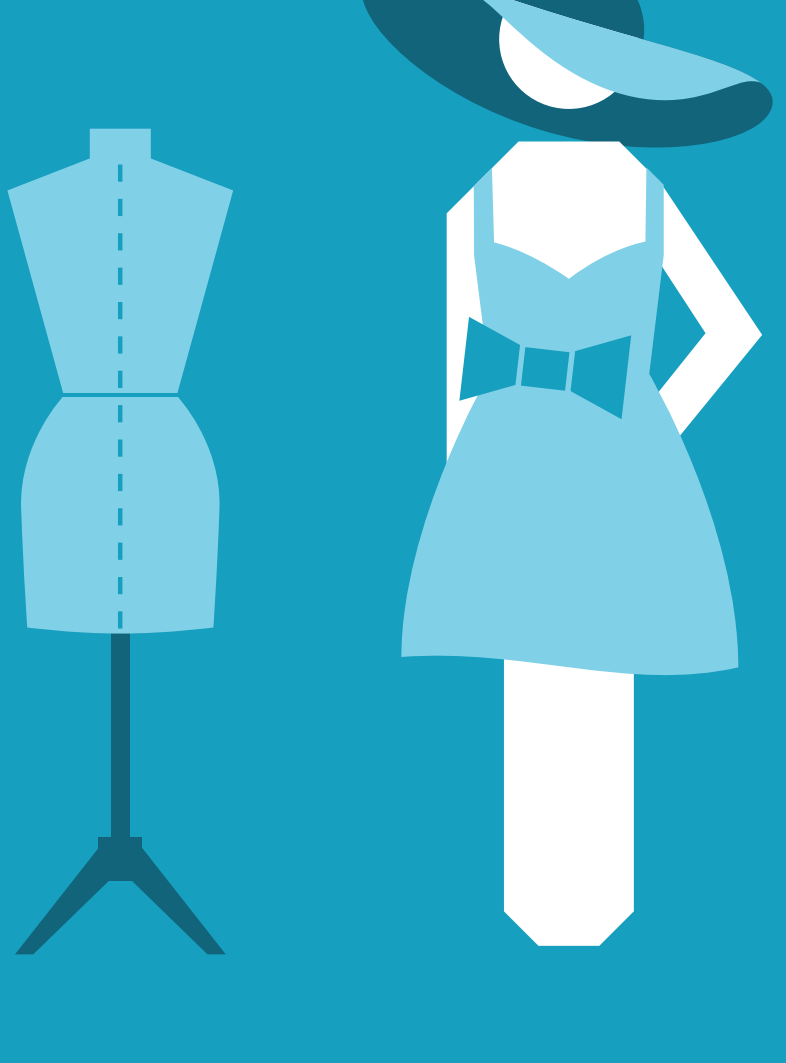
We surveyed people in the US, UK, Germany, Thailand, Japan, and Brazil. We found that LISTERINE® users around the world are more likely to do/have done these things relative to non-users in the same market. This list is not at all comprehensive.



40% OF LISTERINE® USERS HAVE STOOD UP TO A BULLY. THAT'S 8% MORE THAN NON-USERS.

LISTERINE® USERS THINK THEY READ MORE

They'd read this: the STUDY OF BOLD results presented here are true to a 95% statistical confidence. Markets surveyed include the US, UK, Germany, Thailand, Japan, and Brazil. The survey was fielded online, conducted from August-September, 2015, in the six major markets. It had a sample size of 6000, with 1000 in each of the markets, with 50% LISTERINE® users (past 12 months) and 50% lapsed or non-users. Each group also had equal parts men and women with a wide distribution of ages. The STUDY OF BOLD is on-going, and we expect more data in future studies. That's bold.



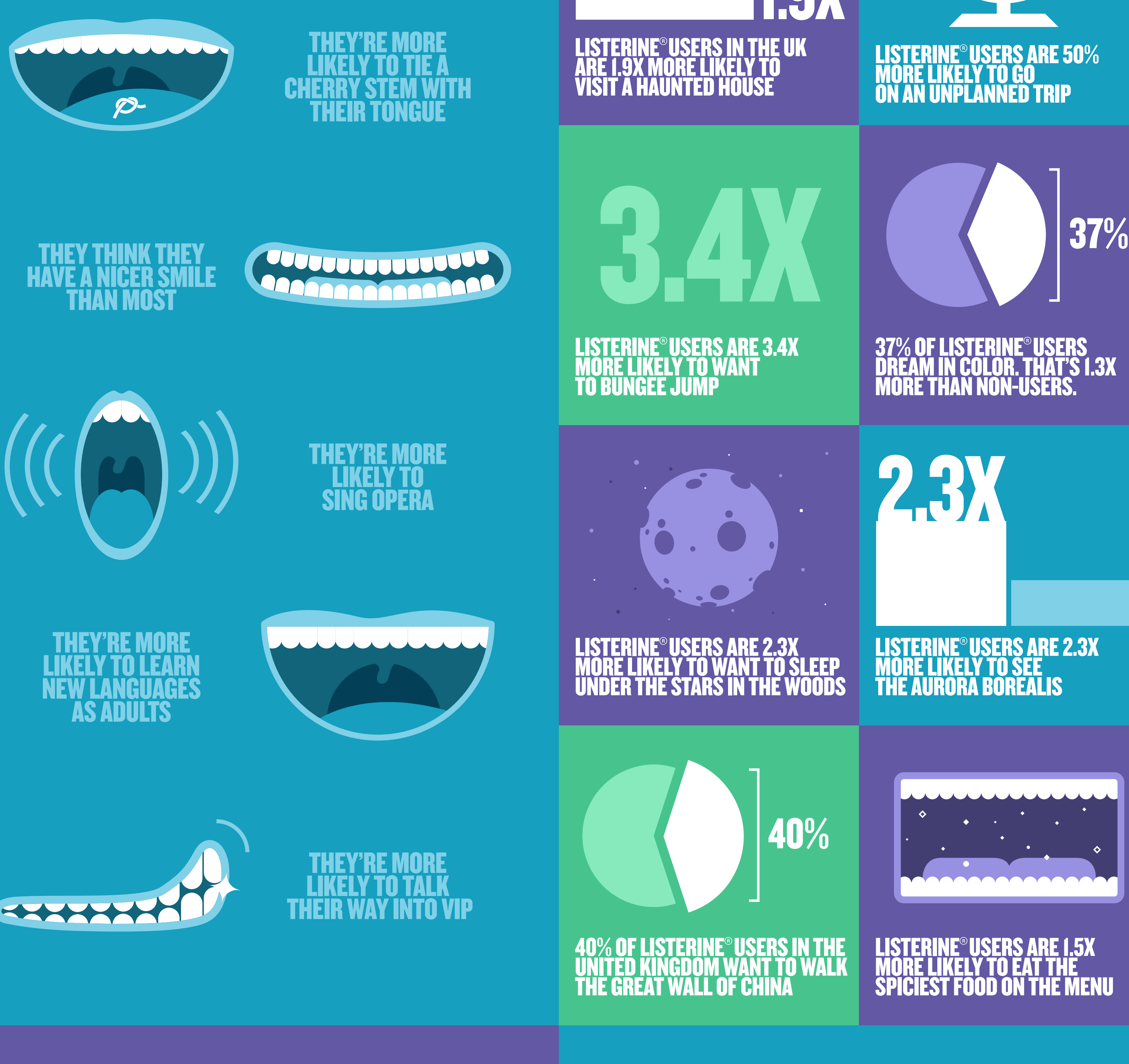
LISTERINE® USERS ARE 2X MORE LIKELY TO WEAR THEIR OWN FASHION CREATIONS

LISTERINE® USERS AT WORK



BOLD MOUTHS

LISTERINE® users are bold with their mouths.



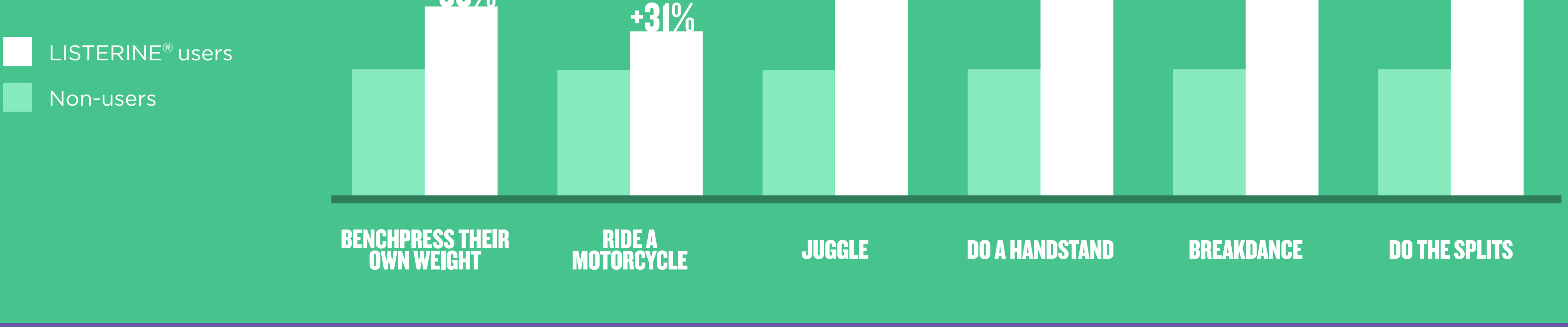
LISTERINE® USERS ARE MORE LIKELY TO ASK A STRANGER OUT ON A DATE



LISTERINE® USERS ARE 40% MORE LIKELY TO BE ABLE TO HOLD THEIR BREATH FOR ONE MINUTE

BOLD SKILLS

LISTERINE® users have skills. These are just a few things they're more likely to be able to do than non-users.



LISTERINE® USERS ARE 1.3X MORE LIKELY TO BE ON TV



LISTERINE® USERS ARE 110% MORE LIKELY TO HAVE DYED THEIR HAIR A BOLD COLOR

1.9X LISTERINE® USERS ARE 1.9X MORE LIKELY TO HAVE COMPLETED A TRIATHLON

LISTERINE® USERS ARE 3X MORE LIKELY TO SAY NO TO THEIR MOTHER-IN-LAW

LISTERINE® USERS ARE MORE LIKELY TO PERFORM A DANCE

4X LISTERINE® USERS ARE 4X MORE LIKELY TO HIKE THROUGH A RAINFOREST

2.2X LISTERINE® USERS ARE 2.2X MORE LIKELY TO SEE A UFO

LISTERINE® USERS ARE MORE LIKELY TO EAT SOME CREEPY-LOOKING FOOD THEY HAVE NEVER TRIED BEFORE

47% OF AMERICAN LISTERINE® USERS HAVE PARTIED ALL-NIGHT LONG



IF LISTERINE® DOES LEAD TO BOLD, WOULD YOU RISK NOT USING IT?

The STUDY OF BOLD findings are based on self-reported data from a consumer survey conducted in US, UK, Germany, Brazil, Thailand, and Japan. User statements apply to certain countries.