

FRUIT SCOOPS

A Citrus Twist On Oral Care

(NAPSA)—If you love citrus, you have lots of company. As part of the citrus revolution, each person in the U.S. consumes about 12 and a half pounds of citrus every year. In fact, citrus is the most widely grown crop in the world. And now, Americans will be able to begin their day with a modern health twist on their morning routine with a refreshing form of their favorite flavor...a citrus-flavored mouthwash.

Called Natural Citrus Listerine Mouthwash®, this first citrus-flavored mouthwash by a leading brand provides all the benefits of original Listerine Mouthwash with a less intense, refreshing citrus flavor.

Interestingly, according to recent research conducted by the Smell & Taste Treatment and Research Foundation, a preference for citrus flavor in mouthwash may reveal a good deal about a person's personality. People who prefer the taste of citrus like to make others happy, are reliable friends, good workers and strong team players. They enjoy safe, secure, close relationships and tend to be romantically compatible with individuals who prefer peppermint or winter-green flavors.

With the introduction of the new mouthwash, consumers who were hesitant to rinse with Lister-



HEALTH NEWS—Citrus, the most widely grown crop in the world, is now the flavor of a new mouthwash.

ine in the past can now take advantage of the proven germ-killing benefits.

This new addition now gives consumers increased variety, ensuring that even more people, no matter what their taste preference, can benefit from the full germ-killing power of Listerine. Natural Citrus Listerine combines the fresh blend of citrus flavors with the same germ-killing ingredients of other varieties of Listerine to help reduce plaque, the gum disease gingivitis and bad breath.

The new mouthwash is now available in the oral care aisles of grocery, drug and mass merchandise stores.