



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES

For immediate release (Disponible en français sur la demande)

Media Release

Dental Hygienists Encourage You To Take the LISTERINE® Challenge

Innovative partnership with LISTERINE® could raise up to \$10,000 for dental hygiene research and education

April 27, 2015 – The Canadian Dental Hygienists Association (CDHA) is thrilled to announce an exciting partnership with LISTERINE® and the LISTERINE® Challenge to help improve Canadians' oral health. The partnership provides CDHA with an opportunity to raise up to \$10,000 for the Canadian Foundation for Dental Hygiene Research and Education (CFDHRE), its associated charity, by inviting its members to encourage their dental hygiene clients to participate.

“The CFDHRE is a newer charity, so \$10,000 will go a long way to provide funding support for dental hygiene research and education in Canada,” said Mandy Hayre, CDHA President. “But most important, the partnership with LISTERINE® will help us to promote the CFDHRE among our members and clients, broadening the reach of the work that we do—it’s a win, win, win.”

The CFDHRE exists to provide funding to support dental hygiene research and education in Canada. The Foundation is associated with CDHA, a national organization that has been serving the profession of dental hygiene since 1963. CDHA is the collective national voice of more than 26,800 registered dental hygienists working in Canada, directly representing more than 17,000 individual members including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada, with professionals working in a variety of settings, including independent practice, with people of all ages, addressing issues related to oral health.

“We are so pleased that CDHA decided to partner with us this year on the LISTERINE® Challenge,” said Shannon MacDonald, VP Communications & Public Affairs from Johnson & Johnson Inc. “As the leading health care company in the world, we know how important oral health is for overall health. We hope with the Challenge, and our partnership with CDHA and the CFDHRE, more Canadians will become aware that bleeding gums are not normal, and will get into the habit of a proper oral care routine – which will help them control and prevent early gum disease.”

The LISTERINE® Challenge encourages Canadians to add LISTERINE® to their daily oral care routine for two weeks. Research has shown that two weeks is the time it takes to form a habit, and our goal is to help Canadians form this healthy habit and feel the difference in their mouths. The interactive Challenge website enables consumers to track their progress, with daily prizes, and gives them the

chance to take home \$20,000 — on top of a healthier mouth. With each client referral from a dental professional to take the Challenge, LISTERINE® will donate \$1 to the CFDHRE.¹

For more information on the foundation visit <http://www.cfdhre.ca> and for more information on oral health, visit www.dentalhygienecanada.ca.

For more information on the LISTERINE® Challenge please visit <https://www.listerinechallenge.ca/>

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Angie D’Aoust, Director of Marketing and Communications
1-800-267-5235 ext. 134, or by email adaoust@cdha.ca

About LISTERINE® Antiseptic

LISTERINE® Antiseptic is the number one dentist-recommended brand of over-the-counter antimicrobial mouthwash and the only mouthwash that carries the Canadian Dental Association (CDA) seal of recognition on all of its therapeutic mouthwash products. First offered for sale in 1879, first marketed for oral hygiene in 1895, and marketed today in Canada by Johnson & Johnson Inc., LISTERINE® Antiseptic contains a fixed combination of three essential oils and is clinically proven to kill germs that cause plaque, gingivitis and bad breath. To learn more about LISTERINE® Antiseptic, visit www.listerine.ca

¹ For a maximum donation of \$10,000