



Guarding Against Tooth Erosion

One of the body's strongest substances, tooth enamel, plays a vital role in protecting the sensitive inner tooth from daily wear and tear. Yet with today's lifestyle of eating and drinking on the go—particularly acidic food and drink—enamel erosion is all too common.

In the U.K., 91 percent of dentists report seeing patients with acid erosion on a weekly basis, and 9 in 10 adults experience cavities caused by tooth decay.

Rinsing with LISTERINE® Total Care Enamel Guard, a unique blend of LISTERINE® essential oils and enhanced fluoride, helps re-mineralize and re-harden tooth enamel. The product was successfully launched in the U.K. in August 2010 and is expanding into Europe and other markets globally.

The LISTERINE® brand was a significant driver of the Oral Care business in 2010. LISTERINE® Total Care products, including LISTERINE® Total Care Enamel Guard, accounted for more than half the brand's total sales.

"The continued success of LISTERINE® mouthwash in Europe is based on a deep understanding of consumer needs, met through innovative products," says Neil Dickenson, Oral Care Franchise Director, Europe, Middle East and Africa. "LISTERINE® Total Care has been a key focus, driving growth across the region." ■

Strengthening the Trust of Pediatricians and Parents

Before pediatric MOTRIN® became available in the town of Lv Xiang in 2010, fevers in children like Yun Han Yang in this part of China were commonly treated with an injection, if at all. Her mom, Hai Yan Li, says being able to go to the local clinic for an oral treatment is easier on everyone. She's comforted knowing MOTRIN® offers safe and effective relief from fevers.

Pediatric MOTRIN® has been manufactured in China since 1999, when it was introduced there. It quickly became the market leader in

the pediatric fever category in larger cities. Since 2009, an education and awareness campaign has successfully brought this No. 1 pediatrician-recommended anti-fever solution to more children across the country, including those in smaller cities or towns like Lv Xiang.

The campaign uses a first-of-its-kind Fever Treatment Guide, developed by Shanghai Johnson & Johnson Pharmaceuticals, Ltd. in collaboration with the China Medical Association, to address incorrect treatments for fever

TREATING FEVER Doctors in more areas of China are now able to give children like Yun Han Yang pediatric MOTRIN®.

in children, especially prevalent in smaller communities.

Pediatricians nationwide have widely embraced the guide, and MOTRIN® has gained their trust, as well as the trust of parents like Hai Yan Li.

Shanghai Johnson & Johnson Pharmaceuticals and the China Medical Association also collaborate on MOTRIN® Pediatric World Window, launched in 2004 to improve pediatric care by providing continuous education to pediatricians. More than 20,000 pediatricians from around China have participated in satellite symposia on the latest advances in pediatric academic knowledge and research. ■