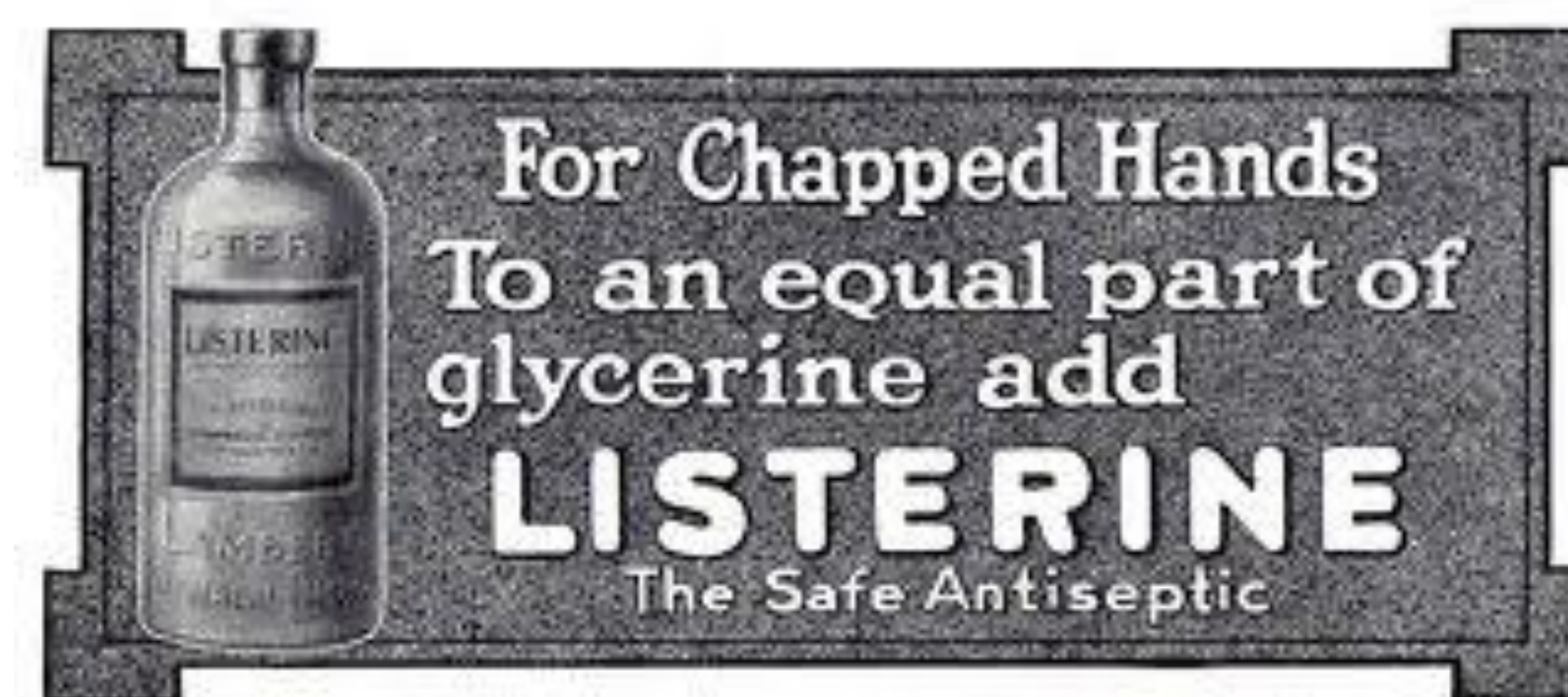
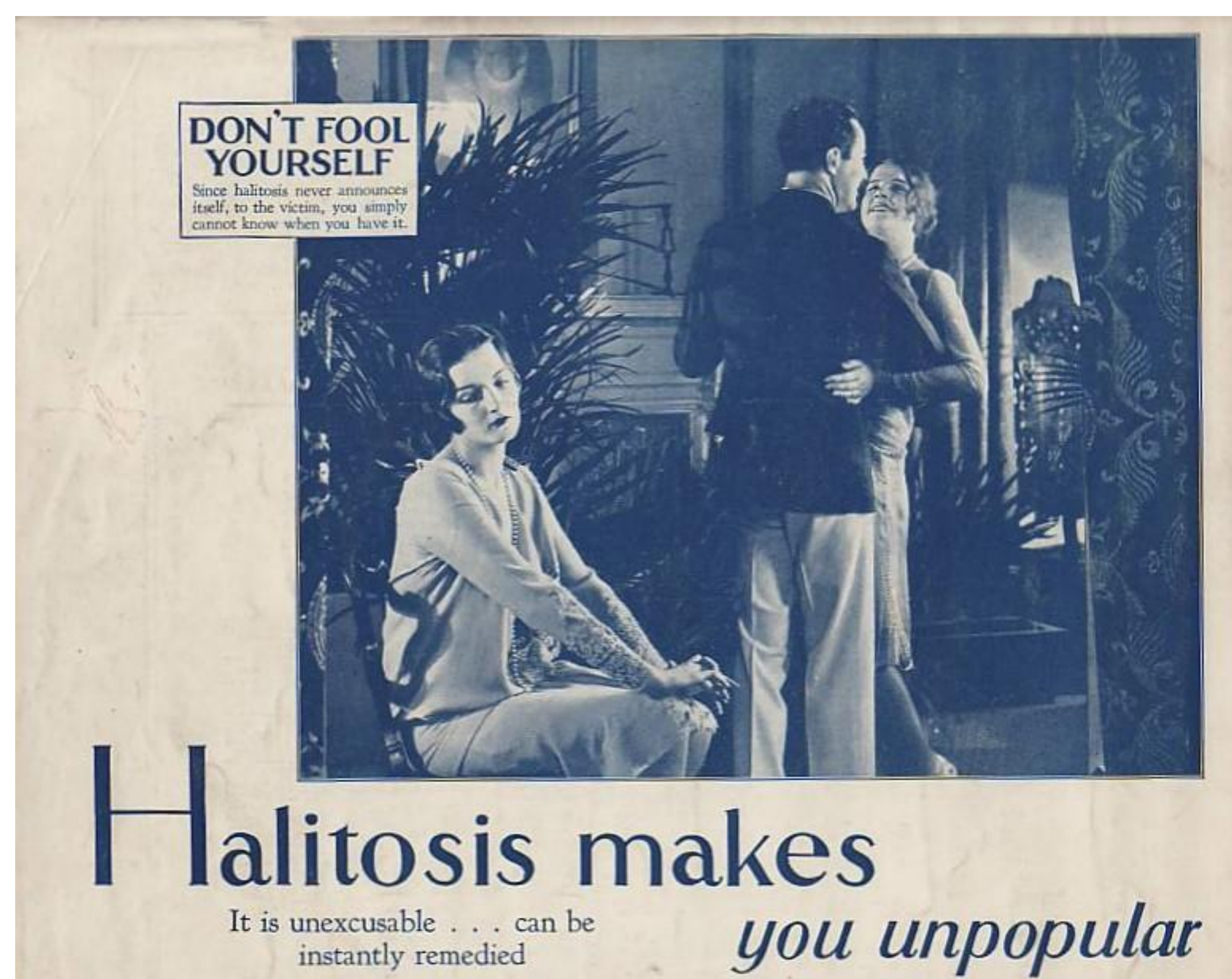


Did you know?



Listerine was invented in the nineteenth century as a surgical antiseptic. Soon afterward it was sold unsuccessfully as a floor cleaner and a cure for everything from chapped hands to gonorrhea. In the 1920's, however, the makers of Listerine hit pay dirt when they pitched it as a remedy for bad breath. Interestingly, halitosis was not necessarily considered a problem until Listerine made it one.



By the 1930's Listerine was positioned as a cure for dandruff, even though it is not clear dandruff was something that had to be cured.



The phrase 'always a bridesmaid, never a bride' was popularized by a 1930's advertisement for Listerine.



Listerine was pitched as a remedy, but Listerine the company also produced the Listerine Cigarette!

Listerine was named for Joseph Lister, a British surgeon and pioneer of antiseptic surgery. Read more about Dr. Lister in the March 2007 issue of the Journal of the American College of Physicians.

