

Across Asia Pacific, oral diseases—including periodontitis, gingivitis, and dental caries—continue to pose a significant public health burden. These data highlight the urgent need for stronger prevention, early detection, and sustained oral care interventions.

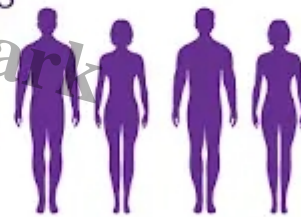
Asia Pacific Dental Body Calls for Prevention-First Approach to Oral Health, Backed by New Evidence

Description

The **Asia Pacific Dental Federation (APDF)** has released a landmark white paper *The Power of Prevention: Evidence-Based Guidelines for Self-Oral Care* calling for a fundamental shift in how we approach daily oral hygiene. Developed by regional dental experts and supported by Kenvue, makers of **LISTERINE**, the report makes a compelling, evidence-backed case: most oral diseases are preventable, yet remain one of the most widespread and undertreated health challenges across Asia Pacific.

90.9%

of individuals aged
35–44 years in **China**
have some form of
periodontal disease³³



Over 50%

of **Indian** adults suffer
from periodontal disease³⁴

In the 2021 Global Burden of Disease study
Southeast Asia stood out with one of the
incidences of periodontal diseases, with ap

6.6 million

 new case

APDF's evidence-based white paper highlights the importance of a three-step daily oral care routine

Brushing Alone Only Cleans 25% of Your Mouth

Most of us brush twice a day but the APDF white paper reveals that brushing alone only reaches about **25% of the mouth's surfaces**. The gums, tongue, cheeks, and gaps between teeth are where bacteria accumulate and disease begins, yet they are largely left untouched by a toothbrush alone.

The stakes are significant. Oral disease affects **3.5 billion people globally**, and gum disease is clinically linked to heart disease, diabetes, and respiratory conditions. Adding a therapeutic mouthwash to a daily routine of brushing and flossing can:

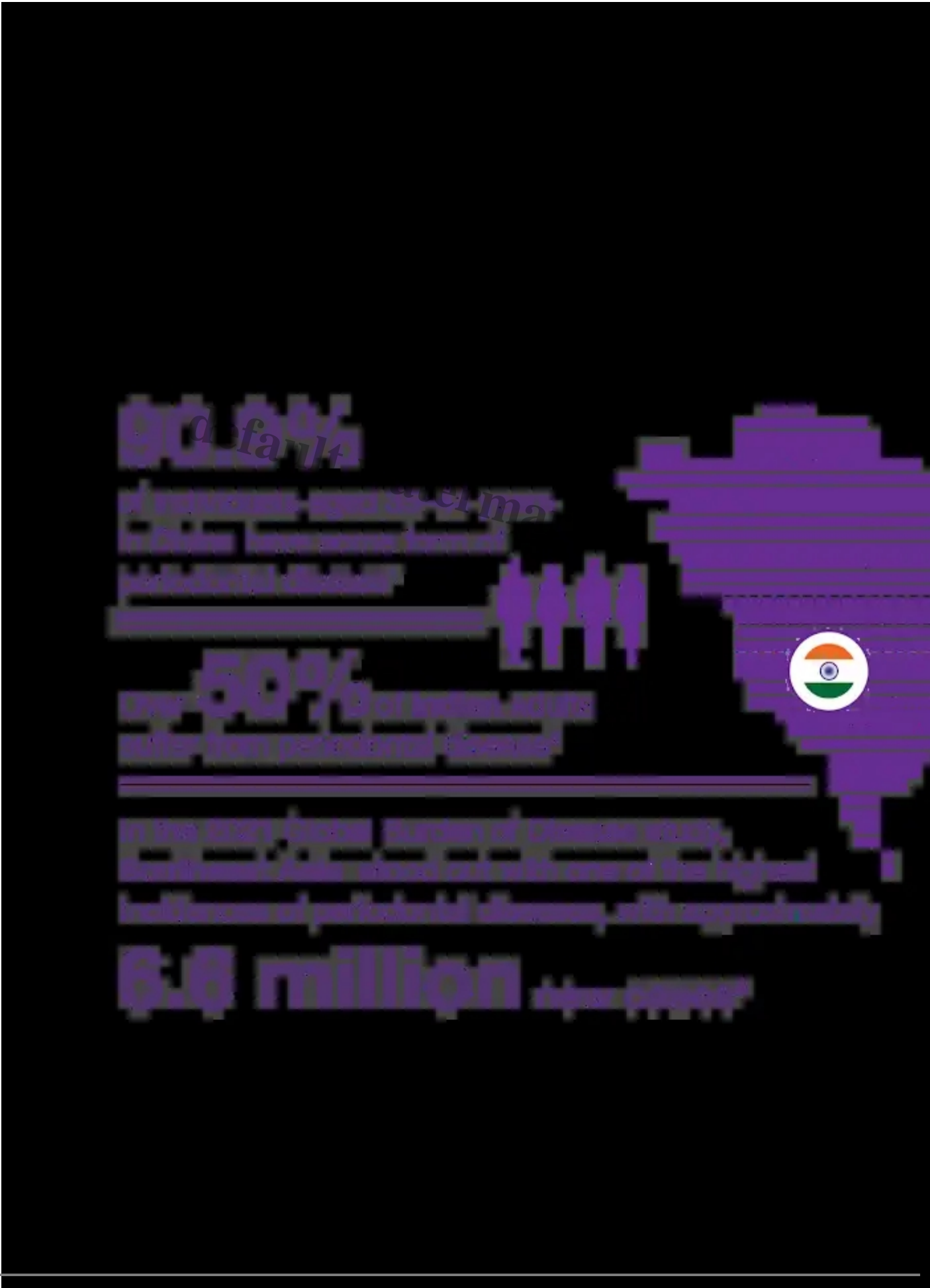
- Reduce plaque by **25-50%** over six months
- Improve gum inflammation and bleeding by **15-30%** compared to brushing and flossing alone
- In one study: cut gum bleeding by up to **67.8%**, gingivitis by 39%, and plaque by 30.8%

There is no health without oral health," said **Dr. Arleen Reyes, President of the Asia Pacific Dental Federation**. "Prevention is the most powerful tool we have in oral healthcare, and it's time we fully leverage it. This white paper is a call to action for patients, fellow dentists, schools, and policymakers to recognise that good oral health starts at home, every day."

Which Mouthwash Works Best?

Of the mouthwash formulations reviewed by APDF, **essential oil (EO)** and **chlorhexidine (CHX)** mouthwashes showed the strongest clinical evidence for plaque and gum health. EO formulations are well-suited for long-term daily use, while CHX formulations are generally recommended for shorter-term usage.

LISTERINE®, as an essential oil antimicrobial mouthwash, aligns directly with the evidence highlighted in the APDF white paper making it one of the best-supported options for everyday use.



Who Benefits Most from Adding Mouthwash to Their Routine?

While the three-step routine — brush, floss, rinse — can benefit everyone, the APDF paper identifies groups where daily mouthwash makes the biggest difference:

- **Children (aged 6+) and teenagers:** Daily fluoride mouthwash has been shown across 34 studies to reduce cavities; for teens with braces, it is one of the simplest protective habits to build early.
- **Adults with chronic health conditions:** Gum health is clinically linked to heart health, diabetes, and respiratory health — making mouthwash a worthwhile addition to any health routine.
- **Older adults and people on long-term medication:** Dry mouth — a common medication side effect — raises decay risk. A daily fluoride rinse offers a simple, effective response.

“Effective daily oral hygiene is the best way to build optimal oral health between dental visits,” said **Dr. Jose Angelo Militante, Chairman, Commission of General Dental Practice, Asia Pacific Dental Federation**. “Post clinical treatment, effective oral hygiene that includes an antimicrobial rinse has also been associated with improved surgical outcomes.”

LISTERINE® and the Science of Prevention

LISTERINE® has been defining oral care since 1879, backed by more than 50 clinical trials and trusted by over one billion people in 85 countries. As an essential oil mouthwash, it is one of the most evidence-supported options for long-term daily use — and the No. 1 mouthwash in the world.

“The APDF white paper is an important reminder that a simple, consistent routine of brushing, interdental cleaning, and daily mouthwash is both achievable and evidence-backed,” said **Dr Ashley Barlow, Senior Director, Medical and Safety Sciences, Asia Pacific, Kenvue**. “LISTERINE® has been part of that routine for over a century.”

The full APDF white paper is available at bit.ly/APDFWhitePaper.

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