

LISTERINE PRESENTS

# THE WHOA!! COLLECTION

INCREASING REPRESENTATION IN ORAL HEALTH

## BACKGROUND

Only 4% of dentists in America are black. This has led to disparities in oral health access in black communities. Due to lack of attention paid to this issue affecting this marginalized group, the National Library of Medicine has labeled it a "silent epidemic."

## IDEA

LISTERINE, a brand committed to oral health equality, took action in bringing attention to the need for more black representation in oral health — by making the silent seen and heard.

The Whoa Collection brings together expressive black voices including Grammy award winner Thundercat, world-renowned artist King Saladeen, culture collective Compound, and a crew of influencers to raise awareness about the importance of oral health in black communities.

Fusing music, art, fashion, and culture, we created a custom track, limited edition bath gear, special edition bottles and exclusive content that made a statement, sparked real talk and increased awareness for the need for more representation in oral health.

This first-of-its-kind initiative is making this once silent issue finally seen and heard. With proceeds from our cause helping to support the next generation of black dental students, Listerine is helping to change the future of oral health in black communities for the better.



99.33 MILLION IMPRESSIONS

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A GROUNDBREAKING INITIATIVE

THE SOURCE

A BEACON OF HOPE AND CHANGE WITHIN THE REALM OF DENTISTRY

enspire

600% INCREASE IN CONVERSATIONS ABOUT BLACK DENTISTRY

