

Wired, Working Americans let Nighttime Health Routines Slide

National Survey Reveals Americans Are in Overdrive. Trend Expert Addresses Impact of Technology on Health; Fitness Expert Denise Austin Offers Nightly Wellness Tips.

Morris Plains, NJ (April 24, 2008) – After a long day at the office, do you reach for your cell phone or your gym bag? A new national survey, conducted by StrategyOne for the makers of LISTERINE® Antiseptic, shows that Americans are busier than ever before, often at the expense of their personal health. More than half of people surveyed (55 percent) said they don't feel like they have the free time in the evenings that they had five years ago, and 80 percent agree that Americans are working longer days than ever before.

When Americans are busy at night, caring for personal health is often not top of mind. On average, working adults spend twice as much time in the evening watching television than working out or keeping fit (8 vs. 4 hours per week), and admit to clocking an average of six extra hours of work time a week above and beyond the standard 40 hour work week, either working at home or staying late at work. Not surprisingly, simple health routines, like oral care, are the most neglected nighttime routines when working adults feel their time is crunched.

"The explosion of technology advancements over the last five years created opportunities and disruptions for Americans' lifestyles," says Dr. James Canton*, noted trends expert and CEO, Institute for Global Futures. "Innovations such as wireless technology and the growing use of social media bring Americans together personally and professionally 24/7."

In fact, the survey revealed that 63 percent of Americans are using more technology in their lives than 5 or 10 years ago, such as using the Internet, watching recorded TV and gaming.

"New technology is designed with freedom and efficiency in mind yet ironically has many Americans multitasking more than ever before at night. As a result, people are more wired and tired – often unintentionally at the cost of their health," says Dr. Canton. To help men and women make the most of their time, leading fitness expert Denise Austin** teamed up with the makers of LISTERINE® to develop simple wellness tips especially for night.

"Taking care of your health and wellbeing at night doesn't have to take a lot of time. It can easily be incorporated in your nightly rituals with ingenuity, creativity and a small amount of time," says Denise Austin. "There are simple things you can do for your wellbeing at night that can help you restore and replenish for the next day and make a big difference in your overall health." Some of Denise's tips include:

New, weekly health tips and video content from Denise Austin will be available on Listerine.com through June 23.

**Dr. Canton is a consultant to Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc.*

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About the LISTERINE® After Dark Survey

StrategyOne, an applied-research consulting firm, conducted a nationally representative telephone survey among 1,000 U.S. adults 18+ to better understand their daily nighttime routines. The survey, which has a margin of error of plus or minus 3.1 percent at the 95 percent confidence level, was conducted using the telephone field services of Opinion Research Corporation.

About LISTERINE® Antiseptic

LISTERINE® Antiseptic is the number one dentist-recommended brand of over-the-counter antimicrobial mouthrinse and the only nationally branded over-the-counter antimicrobial mouthrinse that has earned the ADA Seal of Acceptance. First offered for sale in 1879, first marketed for oral hygiene in 1895, and made today by **Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc.**, LISTERINE® Antiseptic contains a fixed combination of four essential oils and is clinically proven to kill germs that cause plaque, gingivitis and bad breath. To learn more about LISTERINE® Antiseptic and to further explore the mouth-body connection, visit www.listerine.com.

Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc.

Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc. is a leader in the consumer oral health and whitening market with LISTERINE® Antiseptic Mouthwash, LISTERINE® WHITENING® Quick Dissolving Strips, LISTERINE® WHITENING® Pre-Brush Rinse, LISTERINE® SMART RINSE™, REACH® toothbrushes, REACH® floss, and REMBRANDT® tooth whitening products.

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