

Your dental plan:

How sugar-free gum helps your mouth stay clean and healthy

Welcome to the science part.

Tests have shown that people produce 10–12 times more saliva when they're chewing gum – and saliva does more than you know. It can help to:

Clear out food debris

Neutralise harmful plaque acids

Replenish the minerals in your teeth*

In other words, gum helps your mouth to help itself. Plus sugar-free gum's easy to carry around and tastes great.

Win win win!

Where are you on the Smile Spectrum?



6 overall steps to shine

- Brush your teeth twice a day
- Floss your teeth daily
- Chew sugar-free gum after eating and drinking
- Wear a mouth guard during contact sports
- Visit your dentist regularly
- Eat a healthy diet



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* European Commission authorized Article 13 claim:
- Sugar-free chewing gum contributes to the neutralisation of plaque acids
- Sugar-free chewing gum contributes to the maintenance of tooth mineralisation

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Tight-Lipped

Your mouth isn't the place you'd like it to be and you're looking for ways to get that smile shining brighter. You might have some or all of these smile-limiting factors:

- Stale breath
- Stained teeth
- Fillings or tooth decay
- Plaque build up
- Gum disease



or



Full Beam

You're brushing, flossing and your dentist is asking YOU for advice. Great job. You don't need to read the rest of this leaflet... but you probably will. You're proud that you have:

- Healthy teeth
- Healthy gums
- Fresh breath
- Plaque under control



You're at more risk of decay if...



...you brush once a day or less



...you don't take time to floss



...you don't visit your dentist

You'll shine even brighter if...



...you chew sugar-free gum after snacks



...you eat a healthy diet



...you stay healthy in general