

The oral care benefits of chewing sugarfree gum.

What is happening in your mouth?

Before eating or drinking, the plaque pH level on your teeth is at a normal level, and your teeth are safe from damage caused by plaque acids.

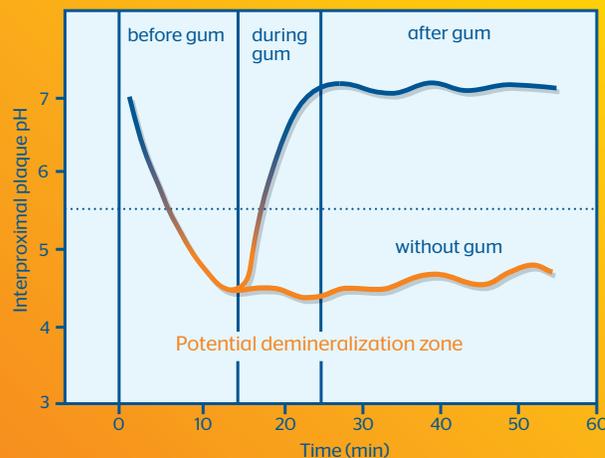
However, **after eating or drinking**, the plaque pH level on your teeth decreases due to the production of plaque acid. Over time, this weakens teeth and can lead to decay.

How can chewing sugarfree gum help protect your teeth?

Chewing sugarfree gum for about 20 minutes after eating or drinking can help increase the production of saliva^{1,2,3} to:

- ✓ Clean the mouth of food particles
- ✓ Neutralize plaque acids on teeth that may damage the enamel
- ✓ Return the plaque pH level on teeth to a point at which damaged enamel may be repaired. This process, called remineralization, ultimately helps strengthen your teeth.

When on-the-go and brushing is not possible, help keep teeth healthy by chewing sugarfree gum after eating and drinking.



Chewing sugarfree gum increases the plaque pH level on the teeth to a point at which demineralization no longer occurs and remineralization can occur.

¹Szöke J, Proskin HM, Banoczy J. Effect of after-meal sugarfree gum chewing on clinical caries. *J Dent Res*. 2001; 80(8):1725-729. Study based on chewing one stick of sugarfree gum three times daily after each main meal. For best results, should also be accompanied by frequent oral hygiene.

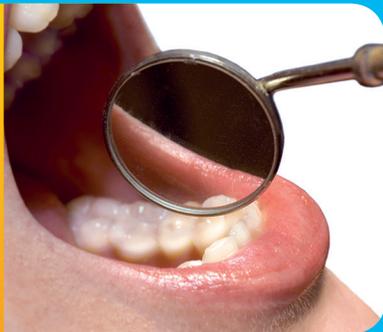
²Dawes C, Dong C. The flow rate and electrolyte composition of whole saliva elicited by the use of sucrose-containing and sugarfree chewing gums. *Arch Oral Biol*. 1995; 40(8): 699-705.

³Polland KE, Higgins F, Orchardson R. Salivary flow rate and pH during prolonged gum chewing in humans. *J Oral Rehabil*. 2003; 30(9): 861-65.

Easy oral care.

Maintain a healthy oral care routine by following these four easy steps:

1
CHECK-UP



Visit your
dentist regularly.

2
BRUSH



Brush your teeth
twice a day.

3
FLOSS



Floss daily.

4
CHEW



Chew sugarfree gum
after eating and drinking
when "on-the-go."