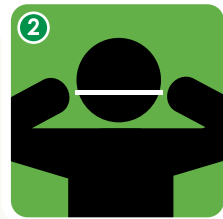


Eat. Drink. Chew.

Daily Oral Healthcare Routine



Brush
Using fluoride toothpaste



Floss
Daily



Diet
Keep a healthy diet



Chew
Sugarfree gum after
eating and drinking



The Oral Care Benefits of Chewing Sugarfree Gum

Enjoy it. Wrap it. Bin it.



For more information visit www.wrigleyextra.com.au or
www.wrigleyextra.co.nz



WRIGLEY
ORAL HEALTHCARE PROGRAMS



The Oral Care Benefits of Chewing Sugarfree Gum

What happens when I eat?

Acids can attack tooth surfaces and can dissolve the hard minerals in the tooth enamel. This is why the acid balance (or pH) of your mouth is important for healthy teeth. The main acid risks come from acidic, sugary and starchy foods. But what is the problem with acids, sugars and starch? The answer is plaque. Plaque is a soft, sticky substance made up of bacteria, which forms on everyone's teeth all the time, building up near gums and between teeth. When you have something sugary or starchy to eat or drink, the bacteria in plaque produce plaque acids. Chewing Extra® sugarfree gum stimulates saliva and neutralises acids - preventing them from attacking the tooth's enamel.

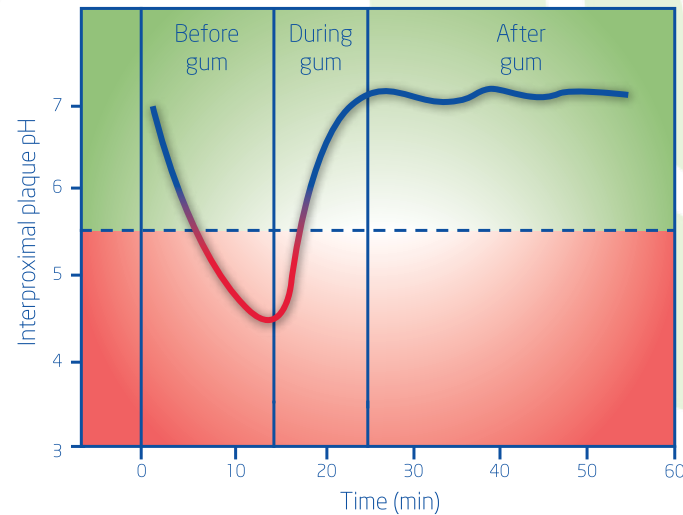


Why is chewing sugarfree gum good for my teeth?

Chewing EXTRA® sugarfree gum has been proven to **stimulate saliva by 10 times!** Saliva is the body's own natural tooth protection. It works in 3 ways; It restores the pH balance in your mouth neutralising acids, it helps to wash away small bits of food that may have lodged in your teeth and gums, and the minerals in saliva are the same minerals that are in teeth, so it can help to remineralise any spots on teeth that have been attacked by acid.

Protecting children's teeth

Children often like snacking on sweets and sugary drinks, all of which create acid risks. Saliva plays an important role in reducing these acid risks. Chewing EXTRA® sugarfree gum stimulates saliva and neutralises acids, preventing them from attacking the tooth's enamel.



 **DENTISTS RECOMMEND**

**CHEWING EXTRA SUGARFREE GUM
AFTER EATING AND DRINKING***