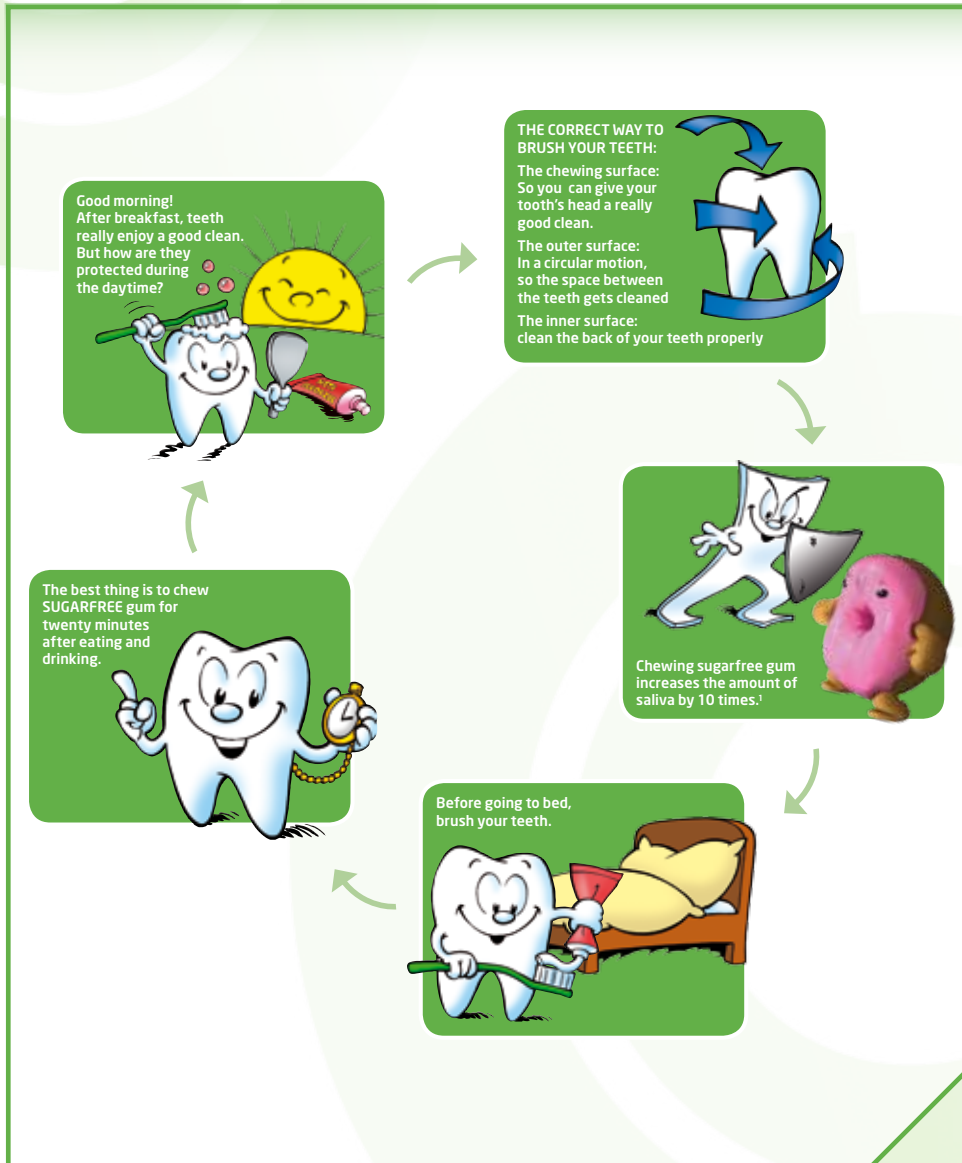


Keep your teeth strong and healthy!



Looking After Children's Teeth



Enjoy it. Wrap it. Bin it.

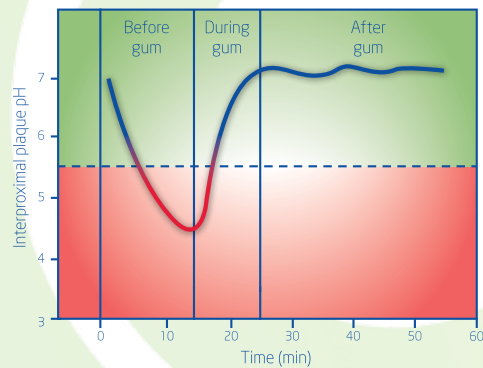
For more information
visit www.wrigleyextra.com.au or
www.wrigleyextra.co.nz

References: 1. Szóke J, Bánóczy J, Proskin HM (2001) Effect of after-meal sucrose-free gum-chewing on clinical caries. Journal of Dental Research 80(8): 1725-29.
* Wrigley sponsored 2009 survey of Australasian dentists.

What are the risks to my children's teeth?

Tooth enamel is vulnerable to acid. There are two main sources of acid in the mouth: plaque and acidic foods.

Children often like snacking on sweet treats during the day. Plaque, containing bacteria, forms on the surface of our teeth all the time. This bacteria uses the sugar and starch, found in many foods and drinks, to produce plaque acid, which attacks the enamel of your teeth. Unfortunately, it is not always practical to brush after eating and drinking to remove plaque. However, chewing sugarfree gum is an easy way for children to look after their teeth in between brushing.



Acids from the foods we eat can also attack tooth enamel. This is different from plaque acids, it can happen even on clean teeth that have very little plaque. It develops slowly and can go undetected until sensitivity to temperature or sweetness is experienced.

How can chewing EXTRA® for Kids sugarfree gum help?

Saliva plays an important role in reducing the effects of sugar and acid-containing foods and drinks.

Chewing EXTRA® for Kids sugarfree gum helps to stimulate saliva. This helps to maintain the tooth's enamel because stimulated saliva contains more bicarbonate, calcium and phosphate than non-stimulated saliva, which neutralises acids quickly.

The additional saliva produced through chewing sugarfree gum like EXTRA® for Kids also helps to wash away acids and bits of food left behind after eating.

How do I get my children to look after their teeth?



Oral health needs to be fun and interesting for children, to ensure they adopt good habits from an early age.

By chewing EXTRA® for Kids sugarfree gum and making it part of their regular oral care routine, children can have fun and help maintain their teeth at the same time.

A daily oral healthcare routine has 4 steps:

1. **Brush** using fluoride toothpaste
2. **Floss** daily
3. **Diet** – enjoy a healthy diet
4. **Chew** – sugarfree gum after eating and drinking

 **DENTISTS RECOMMEND**

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