

Chew Your Way to Healthy Teeth

Sugarfree gum recognised as a valuable step in the oral health routine

It's refreshing, it's fun, and it should form part of your daily dental health routine. Chewing sugarfree gum has become a vital role in helping to maintain healthy teeth, as recognised by the Australian Dental Association (ADA).

"Brushing, flossing and rinsing are of course the first essential steps to maintaining healthy teeth and gums. Chewing sugarfree gum comes into the equation by stimulating saliva, which neutralises plaque acid that can build up on your teeth after eating or drinking," said Derek Lewis, Chairman of the ADA's Oral Health Committee.

Studies have proven that chewing Extra sugarfree gum for approximately 20 minutes after eating and/or drinking can provide significant benefits to dental health² by stimulating saliva.

Saliva is the body's own natural protection for your mouth and teeth and is the source of the same types of calcium and phosphate compounds that occur naturally in the teeth. When saliva is stimulated by chewing, it has a much greater concentration of the minerals that help maintain healthy teeth.

Chewing sugarfree gum is therefore a great way to help protect your teeth when you're on the go. The best times to chew sugarfree gum is after meals, snacks and drinks, when plaque acid can build up on teeth from eating and/or drinking.

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“The health benefits of chewing sugarfree gum have been well documented, and the convenience and portability of chewing gum really makes it your best friend between brushing – while there is no substitute for brushing, chewing sugarfree gum is a great way to take care of your teeth when you are unable to brush,” said John Batistich, Regional Managing Director of The Wrigley Company.

Extra is Australia’s favourite sugarfree gum and is widely available in a range of flavours to suit all preferences including Spearmint, Peppermint, Sweet Mint, Peach, as well as Extra for Kids, Extra White Peppermint and White Fruit, and Extra Professional. Extra Drops are also available in refreshing Orange, Wild Berry, Lemon and Wild Mint.

-ENDS-

For further information, please contact:

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² Effect of after-meal sucrose-free gum-chewing on clinical caries. Journal of Dental Research 80 (8) 1725-29