

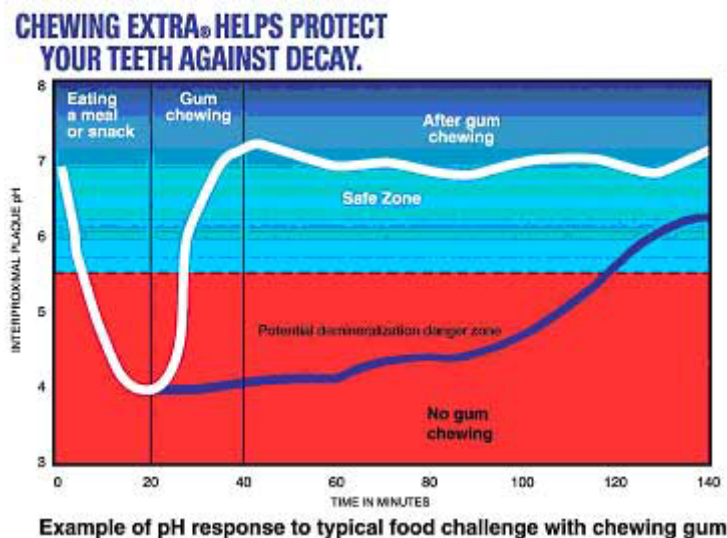


Fact Sheet – *Extra*[®] for Kids

Chewing - Good for growing teeth

- After meals & snacks, bacteria can use food left on your teeth to form plaque acids. These plaque acids can attack teeth for up to two hours which weakens tooth enamel and can cause dental decay.
- Chewing gum for 20 minutes after eating stimulates saliva, which not only helps to clear food particles in the mouth but also helps to neutralise the plaque acids.
- The stimulated saliva produced when chewing provides important minerals like calcium, phosphate and fluoride, which strengthen and protect enamel.
- Studies¹ have shown that chewing sugarfree gum after meals, snacks and sweetened drinks is the most effective way of utilising saliva's positive effects in helping to prevent cavities
- This is especially important for kids, as young teeth benefit from being exposed to increased saliva after eating

The following chart demonstrates how chewing gum helps in the prevention of tooth decay:



- After eating, the pH level dips into the red or the danger zone, as bacteria feeding off food in the mouth form plaque acids.
- The plaque acids can then continue to attack tooth enamel for up to two hours.
- However, chewing sugarfree gum for around 20 minutes after eating stimulates saliva which washes away the plaque acids to return the pH level within the mouth back up to the 'safe zone' and reduces the chance of tooth decay

¹ Sreebny LM et al. Saliva: It's role in health & disease *International Dental Journal*, Volume 42, Number 4 (Supplement 2), August 1992

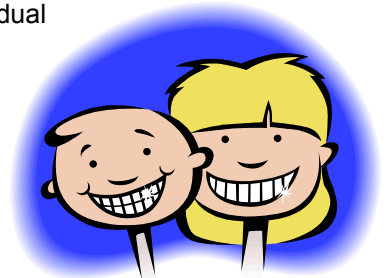
All About Xylitol

- Xylitol is the sweetener used in **Extra**[®] for Kids. It is a naturally occurring sweetening agent used in food since the 1960s. It is popular as an alternative sweetener due to its role in reducing the development of bacteria responsible for dental cavities
- Xylitol is found in many fruits and vegetables and is even produced by the human body
- Also called wood sugar, Xylitol is made from plants such as birch and other hard wood trees and vegetation
- Xylitol helps to give kids the sweet treat they crave, whilst helping to reduce the chances of tooth decay

Promoting responsible chewing

Like many foods, whilst chewing gum is fun for kids, it is important children are encouraged to chew responsibly:

- Encourage children to chew sugarfree gum after meals, snacks and sweetened drinks
- Educate children to wrap their gum and put it in the bin after they have finished chewing
- Children should not play contact or fast paced games with chewing gum in their mouth
- Encourage children to chew with their mouths closed
- The age at which children can start to chew gum is up to the individual parents, this is typically from the age of 6 years



Tips for Effective Brushing & Tooth Care:

- Brush teeth at least twice a day, in the morning and before bed
- Use a fluoride toothpaste – a pea-sized amount is enough
- Use plaque disclosing tablets to help show how effective brushing has been and to increase a child's brushing skills
- Bottled and filtered water does not contain the fluoride tap water provides
- Use dental floss regularly once young hands can use it properly and comfortably
- Eat a varied diet and minimise snacking in between meals
- Choose healthy snacks like fruit and cheese. Sticky foods such as lollies and biscuits should be avoided. Dried fruit should be eaten with meals, not as a between meal snack.
- Visit the dentist or dental therapist every 6 months to ensure healthy teeth and gums