



Media Release

Chewing the issues during Dental Awareness Month

Sydney, 25 February 2004 – August 1 marks the start of the Australian Dental Associations' (ADA) Dental Awareness Month. As part of the awareness program, The Australasian Academy of Paediatric Dentistry (AAPD) is encouraging children to snack smart and chew sugarfree gum after meals in an effort to help reduce tooth decay amongst children.

Studies have shown that chewing sugarfree gum for 20 minutes straight after eating, stimulates saliva, which reduces plaque acids to help prevent tooth decay. **Extra**[®] for Kids sugarfree gum not only helps to prevent tooth decay, but also contains Xylitol, a naturally occurring sweetener found in fruit and vegetables, giving children the sweet treat they crave, without damaging their teeth.

Children's dentistry is the theme of Dental Awareness Month this year and the focus is on teaching children how to take care of their teeth and educating them on how to snack smart.

The AAPD specialises in treating children and says brushing is an essential part of every child's oral hygiene. "It's important that dental health professionals as well as mums and dads show kids the right toothbrush to use, how to brush properly, how long to brush for and when to brush, as well as ensuring children visit their dentist twice a year and use floss. It's also important to chew sugarfree gum after meals to aid the holistic approach to dental care.

"Smart snacking is just as important because upon eating, plaque feeds on the sugars from food, building up acids in the mouth which attack teeth. Saliva helps wash these plaque acids away. **Extra**[®] for Kids sugarfree gum is one of the best ways to stimulate saliva, without introducing more sugars and perpetuating the acid attack."

The Academy says the key to good dental health is consistency. “Learn how to brush properly and do it regularly, twice a day and after lunch too where possible. If children can’t brush during the day, chewing sugarfree gum after eating is really beneficial. Establishing good dental habits from an early age helps keep teeth looking good throughout life.”

Wrigley’s has been a sponsor of Dental Awareness Month since 2000 and is keenly committed to dental health.

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To obtain broadcast quality audio grabs from Associate Professor Richard Widmer, Australasian Academy of Paediatric Dentistry (AAPD), please visit the Media Game website: www.mediagame.com.au

**For more information or to arrange an interview with the Australasian Academy of Paediatric Dentistry, please contact: Mango Communications
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About Wrigley’s:

The Wrigley Company is the world’s best known manufacturer of chewing gum and was founded in 1891 by William Wrigley Jr. Four generations of Wrigley’s have led the company, although it’s been publicly traded since 1923. Wrigley’s commitment to Australia began in 1915 with the establishment of a factory in Melbourne. Available in 140 countries, Wrigley’ brands in Australia include Extra, Extra White, Extra for Kids, PK, Juicy Fruit, Hubba Bubba., Freedent, Air waves, Eclipse gum and Eclipse Flash Strips. Visit www.wrigley.com.