



## Get that 'just brushed clean feeling' with new **Extra**<sup>®</sup> Professional gum

**Sydney, 20 February 2004** – You know that feeling when you're out and about and your teeth feel a bit furry from eating during the day? You'd love to brush but can't? Wrigley's new **Extra**<sup>®</sup> Professional sugarfree gum helps solve the problem!

**Extra**<sup>®</sup> Professional is made to give that 'just brushed clean feeling' to people on the go. This great new gum contains the same dissolvable microgranules that are found in some toothpastes. Chewing **Extra**<sup>®</sup> Professional gum helps make teeth feel smooth and clean.

The cooling mint flavour burst creates the ultimate fresh mouth feeling. And because its sugarfree, **Extra**<sup>®</sup> Professional has all the benefits of sugarfree gum which helps keep teeth healthy.

When on the run and in situations when you can't brush, sugarfree **Extra**<sup>®</sup> Professional helps keep teeth fresh and gives a clean you can really feel – the perfect complement to your usual dental care routine.

Each **Extra**<sup>®</sup> Professional pack comes with 10 individual pellets in a hygienically sealed blister pack and will be available in stores from March 2004 at a RRP of \$1.00.

- ends -

### **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, Airwaves, Eclipse gum and Eclipse Flash Strips. Visit [www.wrigley.com](http://www.wrigley.com).*

### **For further information or a high resolution pack shot image, please contact:**

Tracy Hicks or Joanne Evans Mango Communications

Phone (02) 8260 2846 or (02) 8260 2848

Phone (02) 8260 2846 or via email [thicks@mangocommunications.com.au](mailto:thicks@mangocommunications.com.au)