Dental Hygiene

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Think & Chew

Is Gum Good For Your Teeth?

Find out how our Extra sugar-free gum can support your dental hygiene routine.

As our world transitions back to normality, so have our eating habits. Muddy thick coffee, acidic lunchtime salads, corrosive afternoon smoothies and late dinners in the city, our teeth have been on an assault course since we've been making up for lost time.

Don't fear though, Extra Sugar-free Chewing Gum can support your existing dental hygiene routine, while our standout hero, Extra White Chewing Gum, can maintain the natural whiteness of your teeth.



What happens to our teeth when we eat and drink?

After we eat or drink, plaque acids begin attacking our teeth, resulting in the demineralisation of the tooth surface that weakens the tooth and can lead to decay over time.

What in the…so how can gum support my dental hygiene routine?

Alongside sound dental hygiene practices such as daily brushing with an electric toothbrush or whitening toothpaste, sugar-free chewing gum such as Extra can increase the production of saliva. This helps with the neutralisation of plaque acids, washing away food particles and helps with the maintenance of tooth mineralisation. Gum can also act as a mouth freshener, helping to rid your mouth of bad odours with dazzling flavours that range from mint to strawberry, so you can solve your bad breath issues on the go when your mouthwash isn't available. Chew 2-3g of sugar-free gum for at least 20 minutes three times per day after meals and snacks to support your dental hygiene routine.

How does chewing gum help increase salvia production?

When we chew gum, this action stimulates the salivary glands to increase their flow rate by up to ten times (when compared to the resting state) during the first few minutes of chewing. This action also helps to get rid of other annoyances such as dry mouth by contributing to a reduction of oral dryness, helping to maintain existing minerals in the enamel of the teeth and supporting the neutralisation of plaque acids, a key to reducing the risk of cavities.

Hmmm, why is an increase in salvia product a good thing?

An increase in saliva flow can help the clearance of food debris from the mouth while also neutralising plaque acid.

Random q, do you have anything that helps with teeth discolouration?

Let us introduce you to our Extra White Sugar-free Chewing Gum that helps preserve the natural whiteness of your teeth. As part of an existing dental hygiene routine, our white gum can help remove stains ensuring the maintenance of the natural whiteness of your teeth.

FRESH! How does it work?

Whether it's the elixir of espresso, beetroot salad or a rich garlicky tomato ragu, Extra white gum is an easy and convenient part of a daily dental routine. It works like any other gum by encouraging saliva when you chew on the go, so you can feel confident throughout the day. Just remember, over-consumption may cause laxative effects so consume in moderation.

So basically, I can just use gum and put my whitening kit in the bin?

NO! Not at all, gum does not whiten teeth itself but rather helps keep the natural whiteness of your teeth. Our sugar-free gum and white gum are not substitutes for proper and consistent dental hygiene routines. We recommend regularly going to the dentist, brushing your teeth at least twice a day and using floss or mouthwash if required. This will ensure you have a happy and healthy mouth that will help your smile to shine bright and boost your confidence.

Wow, I’ve learnt so much. How can I stay in contact?

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