

## DOES YOUR CHEWING GUM LOSE ITS FLAVOUR?

The results of scientific research demonstrate that chewing gum is good for oral health and teeth specifically. Chewing gum increases saliva, which is the most important component of oral health and a powerful protector of the oral cavity.

Stimulated saliva corrects a potentially harmful environment using its high concentration of buffers, minerals and antibacterial components. That helps to flush sugars, food debris and decay-causing acids out of the mouth.

Sugar free chewing gum has a number of dental benefits. It doesn't cause tooth decay. It de-mineralises tooth enamel and has an antimicrobial effect. In research tests, those who chewed sugar free gum after eating had fewer cavities than those who did not.

Chewing gum freshens breath, whitens teeth by reducing stains and preventing stains from accumulating and also reduces plaque.

We bet you didn't know that?

We'll give you the best advice on which products are best for you.

**The truth, no tooth fairies.**

