

# Chewing More Sugar-free Gum Could Save Billions of Dollars on the Treatment of Tooth Decay



## The global impact of tooth decay



**4th**

**MOST EXPENSIVE**  
global health conditions to treat are tooth decay and oral diseases<sup>1</sup>



**60%**

**OF DENTAL SERVICE COSTS**  
globally are related to tooth decay<sup>2</sup>



**60-90%**

**OF KIDS AND NEARLY ALL ADULTS GLOBALLY**  
have tooth decay<sup>3</sup>

## Proven oral health benefits of chewing sugar-free gum\*



HELPS CLEAN AWAY  
FOOD DEBRIS



HELPS NEUTRALIZE  
PLAQUE ACIDS



HELPS REPAIR  
TOOTH ENAMEL



HELPS REDUCE  
ORAL DRYNESS

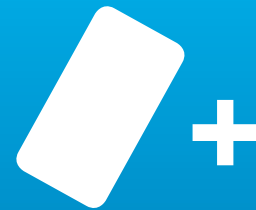
Chewing more sugar-free gum could save \$4.1 billion dollars per year in the cost of treating tooth decay worldwide



**25**  
countries  
studied

Representing **53%** of  
global population and  
**77%** of global GDP<sup>2</sup>

White = Countries Studied



Chewing one additional piece  
of sugar-free gum per day  
as part of a complete oral  
hygiene routine

**= \$4.1 billion**  
in dental care cost savings  
worldwide annually

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1. World Health Organization. Oral Health Disease Burden. Last Accessed December 2016. Available at: [www.who.int/oral\\_health/disease\\_burden/global/en/](http://www.who.int/oral_health/disease_burden/global/en/)  
2. Rychlik R, et al. A Global Approach to Assess the Economic Benefits of Increased Consumption of Sugar Free Chewing Gum. TBC.  
3. Marcenes WI, Kassebaum NJ, Bernabé E, et al. Global burden of oral conditions in 1990–2010: a systematic analysis. J Dent Res. 2013;92:592-7.

\*The oral health benefits of chewing sugar-free gum are widely recognized and accepted by experts and regulatory agencies (EFSA and Health Canada), the FDI World Dental Federation and more than 30 national dental or dental health associations around the world.