What is happening in your mouth?

Before eating or drinking, the plaque pH level on your teeth is at a normal level, and your teeth are safe from damage caused by plaque acids. However, after eating or drinking, the plaque pH level on your teeth decreases due to the production of plaque acid. Over time, this weakens teeth and can lead to decay.

How can chewing sugarfree gum help protect your teeth?

Chewing sugarfree gum for about 20 minutes after eating or drinking can help increase the production of saliva to:

- Clean the mouth of food particles
- Neutralize plaque acids on teeth that may damage the enamel
- Return the plaque pH level on teeth to a point at which damaged enamel may be repaired. This process, called remineralization, ultimately helps strengthen your teeth.

When on-the-go and brushing is not possible, help keep teeth healthy by chewing sugarfree gum after eating and drinking.
Easy oral care.
Maintain a healthy oral care routine by following these four easy steps:

1. **CHECK-UP**
   - Visit your dentist regularly.

2. **BRUSH**
   - Brush your teeth twice a day.

3. **FLOSS**
   - Floss daily.

4. **CHEW**
   - Chew sugarfree gum after eating and drinking when “on-the-go.”