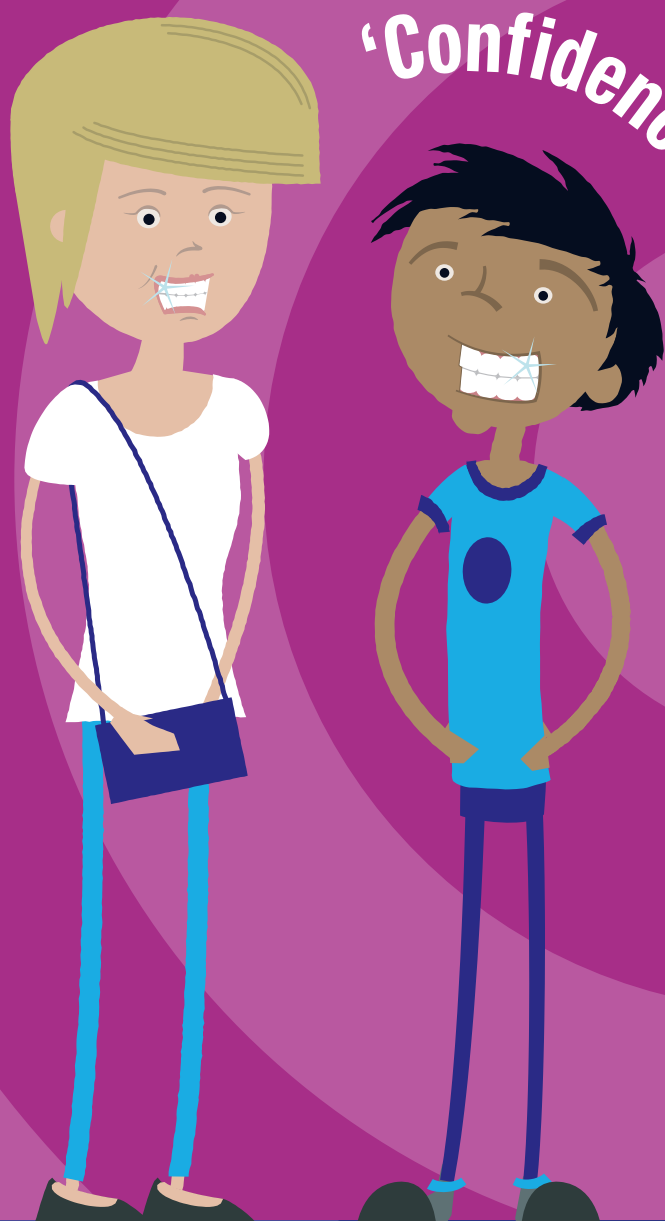


What does good oral health mean to you?

‘Smile’

‘Confidence’



The FDI World Dental Federation states that oral health is multi-faceted and includes the ability to speak, **smile**, smell, taste, touch, **chew**, swallow and convey a range of emotions through facial expressions with **confidence** and without pain, discomfort and disease of the craniofacial complex.

This new definition of oral health was developed by the FDI Vision 2020 Think Tank, and launched worldwide in 2016.

It reflects the clinical benefits of a healthy mouth and the important emotional benefits of a confident smile. This holistic definition recognizes the impact of good oral health on our overall health and wellbeing.

Did you know, the condition of our teeth can make a big difference to how often we smile? There is a significant correlation between healthy teeth and higher intensity of smiling. People with better oral health exhibit higher levels of self-esteem!¹

Chewing sugar-free gum is just one way to help keep teeth clean and healthy!



“Chewing sugar-free gum is proven to benefit dental health, as it helps neutralize plaque acids.”

- FDI World Dental Federation



WRIGLEY
Oral Healthcare
Program



Reference

1. Smile Back Study, Cambridge University, 2015. Full study available upon request.