



SMART MOVES



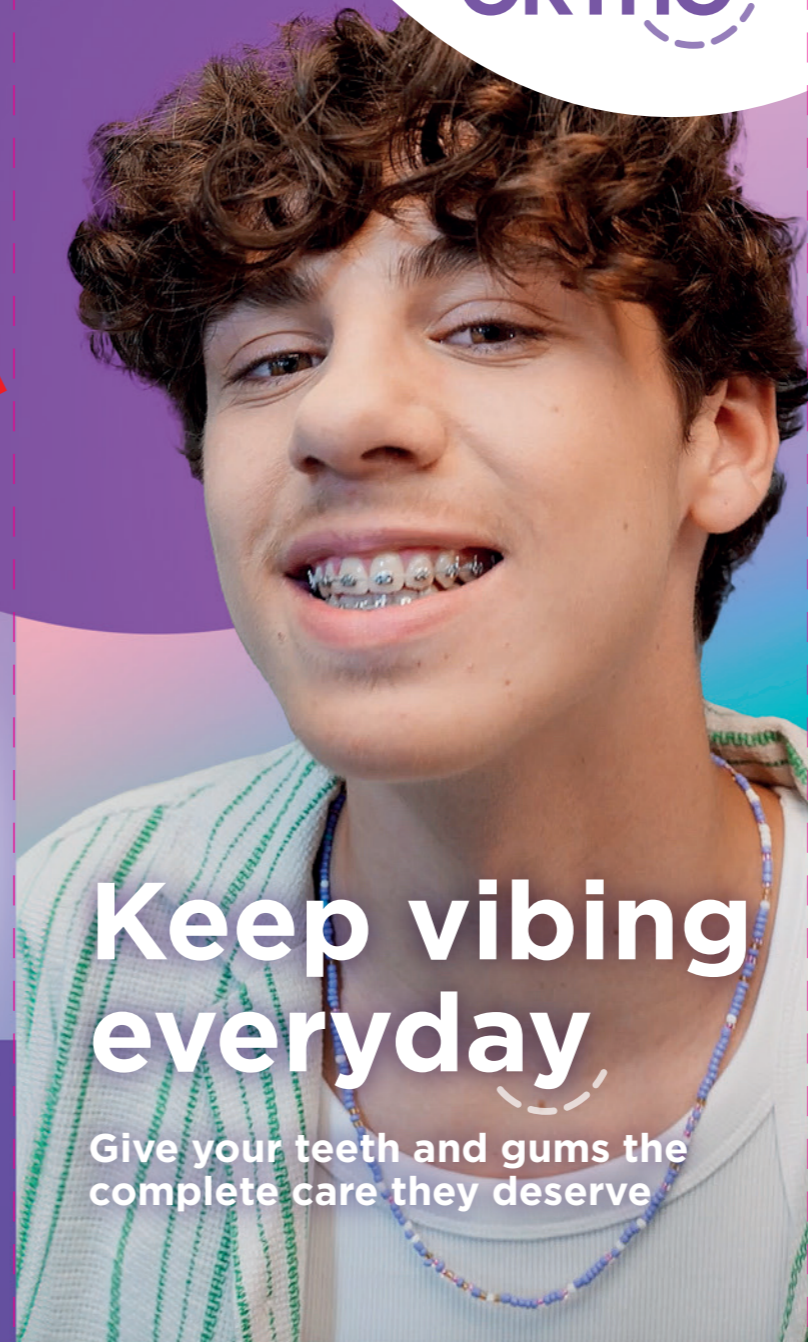
Ortho on-the-go

GUM® ORTHO TRAVEL KIT is perfect for on-the-go care – ask your pharmacist for one today.

Check out our videos for step-by-step tips to master your ortho routine.



DISCOUNT QR CODE



Feel great, stay fresh & clean

Master your ORTHO care in 1-2-3 steps!

Braces may make it trickier to keep up with your oral hygiene, but with the right routine, it's easy to stay fresh and clean, and feel your best.

Skip the bad breath, gum issues, and cavities with a routine made just for you and your braces.

Keep vibing everyday

Give your teeth and gums the complete care they deserve

*Range uses gentle ingredients and is suitable for children 7+.

Braces need extra care, and good oral hygiene is a must. Your usual routine and products won't cut it anymore – it's time to step up your game.



STARTER HACKS

Avoid hard and sticky foods that can damage braces.

Do the dedicated ORTHO routine after every meal.

- Change your toothbrush at least every 3 months or when bristles wear out, and replace your interdental brush weekly
- Not sure about something – check with your dentist.

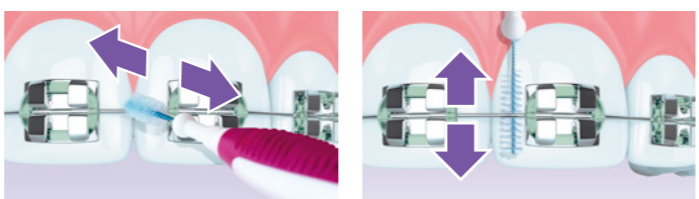


ALIGNER WEARERS

You can also use GUM® TRAV-LER®, GUM® ORTHO Toothpaste, GUM® PRO Toothbrush or GUM® SONIC ORTHO Toothbrush, and GUM® ORTHO Mouthrinse

STEP 1 Clean between teeth and around braces

Food & plaque love to hide in tricky spots. Use a soft interdental brush like GUM® TRAV-LER® to clean between teeth & around braces.



Brush between your teeth.

Brush around brackets keeping brush straight.

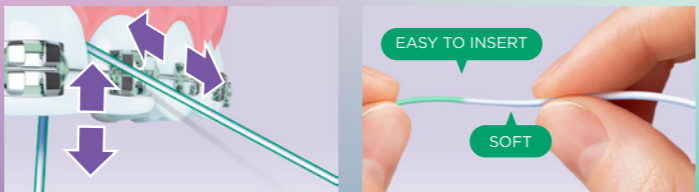


GUM® TRAV-LER®
Feels soft while effectively **cleaning between teeth and around braces**. Comes in multiple sizes—ask your dentist for the best fit. You may need more than one to clean your entire mouth.



Tight spaces between teeth?

Use **GUM® ORTHO Dental Floss** to clean between your teeth.



Move the floss up, down and back and forth to clean between teeth and gums. The thin, rigid end slides behind brace wires, which helps to insert the spongy part between teeth to sweep away food and plaque and clean where gums and teeth meet.

STEP 2 Brush it off

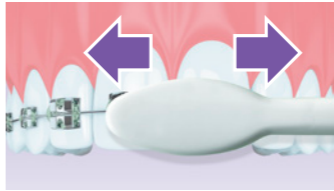
After every meal, brush with a dedicated ORTHO toothbrush that effectively cleans braces teeth and gums.

Inner and outer surfaces:



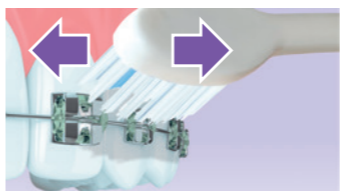
Brush where your gums and teeth meet, tilting your brush towards your gums at a 45° angle. Use short back and forth strokes, finishing with a sweep away from the gums.

Braces:



Clean each bracket one by one, using short, gentle back-and-forth strokes.

Braces:



Repeat the movement from a top and bottom angle.



NEW GUM® SONIC ORTHO Toothbrush

Combines gentle sonic vibrations with a unique head design for **45% better cleaning***.

Powered by 1 AAA battery – convenient on-the-go

*tested in-vitro vs. a manual orthodontic toothbrush



GUM® ORTHO Manual Toothbrush

Has a compact head and V-shaped bristles to easily clean around wires and brackets.

GUM® ORTHO Toothpaste

Contains Sodium Fluoride + Isomalt for **strong enamel remineralization**, which is crucial for **prevention of white spot lesions**.



STEP 3 Rinse & refresh

Swish with an alcohol-free, fluoride ORTHO mouthwash to help prevent cavities and keep your breath minty fresh.



Dose 10/15 ml into the cap and rinse for 30 seconds for maximum efficacy.*

GUM® ORTHO Mouth Rinse

Refreshing, gentle, and anti-bacterial with a **fresh, mild taste**, the special formulation creates a **protective barrier against dental plaque**, keeping your breath fresh for waaaaaaay longer.



Braces bugging you?

No worries! Wax strips are your go-to fix. They protect against sharp wires and brackets, keeping your cheeks and gums safe from irritation and discomfort.

GUM® ORTHO Wax

Offers pre-cut pieces for a cleaner and easier application, with a fresh mint flavor and a portable case for on-the-go relief.

* To maximise additional fluoride treatment, use mouth rinse at a time other than immediately after brushing to avoid rinsing off the fluoride from the toothpaste.