



2021

HEALTHY GUMS. HEALTHY LIFE.®

社是 常に人々の健康の増進と生活文化の向上に奉仕する

“Always strive to help people everywhere achieve better health and enhance their quality-of-life”

Delivering on SUNSTAR’s promise of better health and better life

SUNSTAR believes that the state of one’s oral health has a deep connection to the health of the whole body. We have pioneered this idea and continue to champion it in partnership with dental and medical specialists throughout the world. Recent research has highlighted probable links between oral health and serious health conditions such as heart disease, diabetes and complications during pregnancy. Along with SUNSTAR’s other major oral brands, GUM® delivers on this mission by sustaining a healthy body, through healthy gums.

Periodontal disease and serious medical conditions

In recent years, studies have shown that oral bacteria can enter the blood stream and travel throughout the body. Bodily response to the bacteria, including generation of cytokines, can lead to serious health problems, such as increased risk for cardiovascular disease, aggravation of diabetes, pneumonia and other respiratory diseases, stroke and even adverse pregnancy outcomes. Yet, despite published studies this topic has been given little recognition by the media, national governments or health professionals.

Ensuring HEALTHY GUMS. Supporting a HEALTHY LIFE

GUM® is committed to supporting consumers in their quest for a healthy lifestyle and holistic wellness by helping them manage the health of their gums, whatever their condition or age. Our solutions are broad reaching and intelligent, our advice holistic and inspiring and our goal is to help consumers maintain the health of their gums, throughout a lifetime.

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A family dedicated to the promotion of holistic healthcare

SUNSTAR's mission to improve the global health and well-being of its consumers is rooted in the story of the Kaneda family.

It all started when Kunio Kaneda, the company's founder, lost his battle with diabetes. Following his death, his son, Hiroo Kaneda, fulfilled his wish of improving public awareness and prevention of diabetes and its complications.

Diagnosed with diabetes and periodontal disease a few years later himself, Hiroo could sense that both diseases were linked somehow. It wasn't until Dr. Matsumura, founder of the Osaka University School of Dentistry, suggested this link to Hiroo, that he decided to initiate and support research into the relationship between both diseases.



Company, anchored in engineering, propelled by ingenuity and dedicated to consumer well-being

For over 80 years SUNSTAR has been a global pioneer in 360° well-being and helping people everywhere lead better lives.

Founded in 1932 in Osaka, Japan, by Kunio Kaneda, its origins rooted in the production of bicycle glue. However, SUNSTAR's passion for innovation and engineering quickly propelled the company into new territories.

In 1946, SUNSTAR entered the Oral Care industry, with innovative toothpaste in a tube, in a market dominated by powdered toothpaste. Oral care soon became SUNSTAR's core business, coupling its passion for innovation with consumer health.

SUNSTAR's research initiatives seek to expand the company's knowledge in different areas to develop innovative, evidence-based solutions that have a strong impact on people's lives.

Using an open approach to innovation, SUNSTAR has collaborated on joint research projects with world-famous institutions, including: SUNY Buffalo University, Acta, Joslin diabetes Centre, the Shizuoka Cancer Centre, Complutense University of Madrid and Gothenburg University.

SUNSTAR's researchers are on the forefront of innovation, developing cutting-edge solutions in biotechnology, nanotechnology, polymer chemistry and metal working.

The company's research efforts span across 3 key areas: Mouth & Body, Health & Beauty and Safety & Environment. This strategy supports SUNSTAR's mission to improve total well-being with a holistic 360° approach.



Total well-being requires a holistic 360° approach to health, caring for both body and mind

SUNSTAR believes that in order to improve our well-being, we need to care for our body and mind with a holistic 360° approach. That's why SUNSTAR products promote consumer well-being throughout the day – from the moment they start their day to the time they rest their head at night.

MORNING

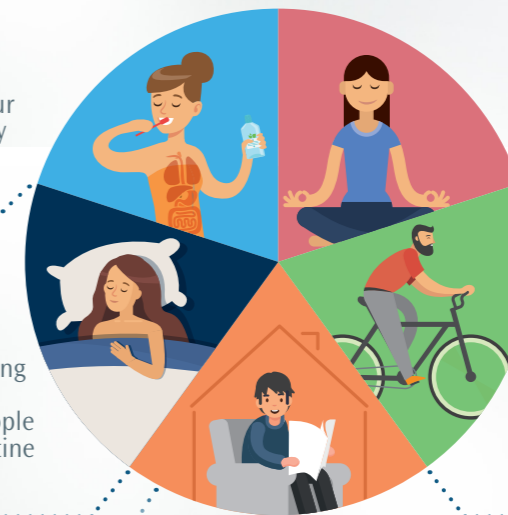
From oral health to overall health

Based on the belief that good oral health can promote the health of our bodies, SUNSTAR promotes a healthy lifestyle with excellence in oral healthcare.

NIGHT

Recharging for a new day

A good night's rest is crucial to starting the day feeling refreshed and full of energy. Our products encourage people to establish a soothing bedtime routine and foster healthy sleeping habits.



NOON

Balancing the body and mind

SUNSTAR believes that nutrition, exercise and mind are all connected, and that a healthy mind and body start with a healthy lifestyle.

AFTERNOON

Encouraging an active lifestyle

Maintaining an active lifestyle is a cornerstone to a healthy body. SUNSTAR's mobility products encourage people to get moving and support their physical and mental well-being.

EVENING

Creating healthier living environments

A healthy environment fosters a healthy spirit, body and mind. SUNSTAR's interior care products help create safer and happier places to live.

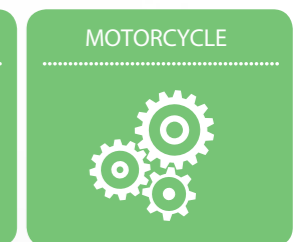
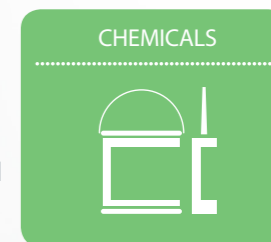
That's why SUNSTAR products and services all have a common thread: to help people lead healthier and happier lives. This, in 4 different sectors:

Oral Care: Cutting-edge solutions that enhance the whole-body health.

Chemicals: Environmentally-friendly building materials that enhance the quality, safety and comfort of the indoor environment.

Health & Beauty: Unique skin care, hair care and health food products designed to engage the human body's natural healing power

Motorcycle: High value-added braking systems for the production of automobiles.



Oral health and general health are interconnected: a link that drives SUNSTAR's oral care efforts

A large body of evidence shows that there is a strong link between our oral health and our general health. Gum disease (gingivitis in its mild form and periodontitis in its more advanced form) is a key risk factor for a number of chronic health conditions including: diabetes, cardiovascular disease, rheumatoid arthritis and other inflammatory disorders. Poor oral care increases the risk of bacteria travelling beyond the oral cavity and enter the bloodstream, making it easier for other conditions to develop or worsen.

The relationship between oral health and systemic health is particularly apparent in the case of diabetes. Diabetes and periodontal disease play an important role in the history of SUNSTAR, and the discovery of this correlation has had a profound impact on the company's efforts to raise awareness, fund research and innovate with new products and educational programs that help both professionals and consumers promote better oral health.



SUNSTAR openly shares knowledge to raise awareness about the importance of holistic healthcare

Since its foundation, SUNSTAR has strongly believed in the importance of expanding the holistic healthcare knowledge – particularly about periodontal disease and its connection with diabetes and oral cancer, among others.

One example of this is the Joslin-SUNSTAR Education Initiative. Since 2008, SUNSTAR has partnered with the Joslin Diabetes Centre to promote cross-functional training between medical, dental and pharma professionals, and raise awareness about the connection between diabetes and periodontal disease. SUNSTAR strongly believes that science is for everyone, so it has developed engaging and interactive content, such as the 'Cell-to-cell communication' video animation and a new immersive virtual reality video. Both contents, which communicate science in a simple, engaging, accessible and immersive way, are free for anyone to access in an effort to promote knowledge sharing.

SUNSTAR also collaborates with several health associations such as the FDI (World Dental Federation), EFP (European Federation of Periodontology) and IFDH (International Federation of Dental Hygienist), with whom it develops guidelines and projects to raise awareness about oral and general health.

DID YOU KNOW?

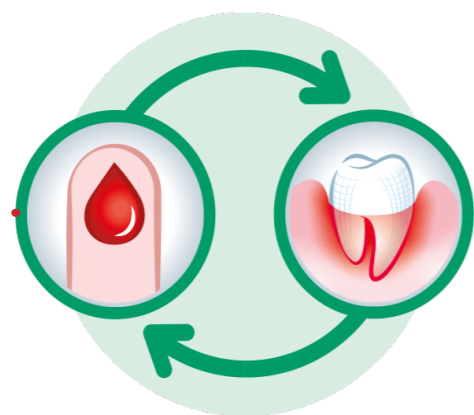
Diabetes and periodontitis impact each other's onset, course and outcomes. Periodontitis interacts with diabetes in ways which impact individuals with diabetes at all stages of their disease, from early glycemic control, to complications and death.

1

DIABETES increases the prevalence and severity of periodontitis, particularly when a patient has poor glycemic control.

People with diabetes have a higher prevalence of periodontitis than the general population¹ – Type 2 diabetes is a risk factor for periodontitis²

Individuals with diabetes are up to 3 times more likely to suffer from periodontitis than people without diabetes³



2

PATIENTS WITH PERIODONTITIS & DIABETES are impacted far worse:

- Periodontitis adversely effects glycemic control and increases the risk of diabetic complication
- Makes it harder to achieve glycemic control
- Increases the risk of cardiovascular complications
- Increases the mortality risk up to 8 times in people with severe periodontitis

SUNSTAR Diabetes Campaign

Diabetes is a growing epidemic that needs all of our attention. Being strongly focused on helping people live healthier lives by ensuring excellence in oral health, SUNSTAR developed a toolkit to raise the awareness about the bi-directional link between the oral health and diabetes and to provide guidelines for its prevention and better management. The toolkit contains separate type of information for 4 different targets: patients, Oral Care Professionals, pharmacists and physicians. Please contact us in case you would like to receive the complete toolkit.

SUNSTAR's social responsibility activities aim to help high-risk populations acknowledge

Corporate social responsibility (CSR) activities play an important role in SUNSTAR's history.

The company's first initiative took place in Japan in the 1950s with the 'Smile Cars'. At a time where the population gave little importance to oral health, the 'Smile Cars' – outfitted as mobile clinics with oral examination equipment – travelled from town to town to examine and raise awareness about the importance of good oral hygiene.

Today, SUNSTAR continues to engage in social initiatives around the world, and places particular emphasis on high-risk populations such as pregnant women, people suffering from diabetes and children in low-income families.

SUNSTAR also partners with agencies such as the World Health Organization (WHO) to help donate products to developing nations. Particularly in times of political, social or environmental crisis, SUNSTAR encourages people to take care of their oral health, providing disaster kits and training – because stress is one of the key risk factors for periodontal disease.



¹ Sanz M et al. (Consensus and Guidelines IDF and EFP) Diabetes Res Clin Pract. 2017 Dec 5.; ² Chávarry NG et al (Meta-analysis). Oral Health Prev Dent 2009
³ Tsai C, Hayes C, Taylor G. Glycemic control of type 2 diabetes and severe periodontal disease in the US adult population. Community Dent Oral Epidemiol 2002; 30: 182-92.



ADVANCED GUM CARE

Periodontal diseases are inflammatory diseases of the gums, of infectious origin. They result from an accumulation of bacterial dental plaque (consisting essentially of salivary proteins, food residues, bacteria and toxins secreted by them) that accumulates and mineralizes, turning, on the long-term, into tartar attacking teeth, interdental spaces and gums.

There are 2 types of periodontal disease. When the disease is limited to gums, we speak of gingivitis. When it affects the entire periodontium (set of tissues that surround and support the tooth), it is called periodontitis, which can result in loosening and loss of teeth if left untreated.

It is reported that 6 out of 10 people are affected by some kind of periodontal disease according to the W.H.O. (Global Oral Health Data Bank. Geneva: WHO, 2002).



Addressing the gingival disease:

First line of action: Prevention begins at home through maintenance of basic oral hygiene, such as toothbrushing, mouthrinsing and flossing. The Advanced GUM Care product range was specially developed for people concerned by the periodontal diseases or requiring a more important control of their gums health, and allows to take care of the oral health in a deeper and more focused way.

Second line of action: When at-home prevention alone is not enough, dental scaling and prophylaxis is carried out. Professional prophylaxis is recommended once every 6 months.

Proud sponsor of

 European Federation of Periodontology

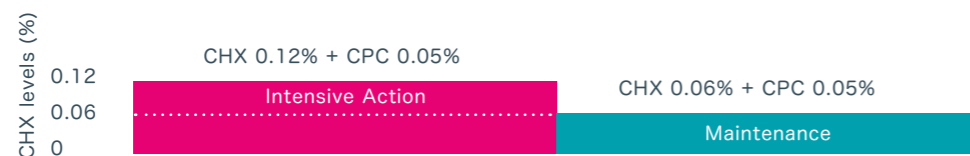


GUM® Paroex® – Professional plaque control for optimal gum health

- Dual Action Antiplaque System
- The combination of Chlorhexidine Digluconate, professional reference for plaque control and Cetylpyridinium Chloride (CPC), has the long-lasting ability to attack the structure of existing plaque and prevent the growth of bacteria and toxins responsible for its formation

GUM® Paroex® Intensive Action & Maintenance Toothpastes

- Contain Vitamin E, an effective antioxidant that helps neutralize the free radicals that attack gum tissue cells
- Contain Aloe Vera, to help nourish and soothe irritated mouth tissues, and Pro-vitamin B5, a tonic agent, to help revitalize oral mucosa



INTENSIVE ACTION

Alcohol-Free



GUM® Paroex® Intensive Action : 0.12% CHX + 0.05% CPC Toothpaste and Mouthrinse

Ideal in pre- and post- oral surgery, tooth extraction and implant placement.

- Helps reduce dental plaque accumulation
- Helps soothe sensitive gums
- Helps maintain gum tissues in a healthy condition
- Alcohol-free formula with pleasant taste

NO: 1784	GUM Paroex Mouthrinse 0.12%	300 ml
NO: 1780	GUM Paroex Mouthrinse 0.12%	30 ml
NO: 1782	GUM Paroex Mouthrinse 0.12% without pump	5 l
NO: PUMP5L	GUM Paroex Pump (for Mouthrinse 5 l)	
NO: 1790	GUM Paroex Toothpaste 0.12%	75 ml
NO: 1791	GUM Paroex Toothpaste 0.12%	12 ml

MAINTENANCE

Alcohol-Free

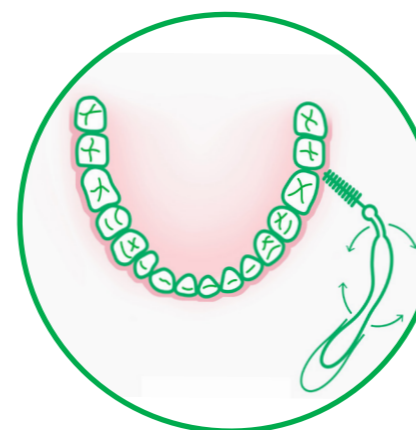


GUM® Paroex® Maintenance : 0.06% CHX + 0.05% CPC Toothpaste and Mouthrinse

Ideal in the maintenance phase after a periodontal treatment or to address the early signs of sensitive gums. Also recommended for plaque control in orthodontic, implant, denture or other prosthetic situations.

- Helps reduce dental plaque accumulation
- Helps soothe sensitive gums
- Helps maintain gum tissues in a healthy condition
- The toothpaste helps prevent cavities and remineralise enamel with Fluoride (1'450 ppm)
- Alcohol-free formula with pleasant taste

NO: 1702	GUM Paroex Mouthrinse 0.06%	500 ml
NO: 1703	GUM Paroex Mouthrinse 0.06%	30 ml
NO: 1750	GUM Paroex Toothpaste 0.06%	75 ml
NO: 1751	GUM Paroex Toothpaste 0.06%	12 ml



Bendable neck and cap extension

To reach back teeth easily



Antibacterial protection*

Protective cap

To keep the brush cleaner between uses



GUM® TRAV-LER®

- Interdental brush with coated wire and rounded tip for greater comfort and protection of the gums
- Triangular bristle shape scientifically proven to remove up to 25% more plaque than standard bristles¹
- Ergonomic, non-slip handle for maximum comfort and control, with a bendable neck to easily reach back teeth
- Bristles feature antibacterial protection (CHX for ISO 0 to ISO 6; Silver-zinc ion for ISO 7)
- Available in 10 different sizes to fit all types of interdental spaces

NO: 1312	●	GUM TRAV-LER Cylindrical	0.6 mm/ISO size 0	6 pcs/36 pcs
NO: 1314	●	GUM TRAV-LER Cylindrical	0.8 mm/ISO size 1	6 pcs/36 pcs
NO: 1412	●	GUM TRAV-LER Tapered	0.9 mm/ISO size 2	6 pcs/36 pcs
NO: 1414	●	GUM TRAV-LER Tapered	1.1 mm/ISO size 3	6 pcs/36 pcs
NO: 1512	●	GUM TRAV-LER Cylindrical	1.2 mm/ISO size 3	6 pcs/36 pcs
NO: 1514	●	GUM TRAV-LER Tapered	1.3 mm/ISO size 4	6 pcs/36 pcs
NO: 1612	●	GUM TRAV-LER Cylindrical	1.4 mm/ISO size 4	6 pcs/36 pcs
NO: 1614	●	GUM TRAV-LER Tapered	1.6 mm/ISO size 5	6 pcs/36 pcs
NO: 1618	●	GUM TRAV-LER Cylindrical	2.0 mm/ISO size 6	6 pcs/36 pcs
NO: 1619	●	GUM TRAV-LER Tapered	2.6 mm/ISO size 7	6 pcs/36 pcs

NEW

2-in-1 brush with dual movement

90°

Anti-bacterial* bristle protection

**Chlorhexidine-coated*



Proven efficacy

Removes up to 25% more plaque

Increased user comfort

Handle with soft rubber grip

GUM® Bi-Direction

- Easy reach of back teeth: the brush bends at 90° to facilitate access to both front and hard-to-reach back teeth
- Ergonomically designed, handle with soft rubber grip for comfort and control during use
- Proven efficacy: removes up to 25% more plaque thanks to its innovative triangular filament design (compared to a regular nylon filament)
- Anti-bacterial* bristle protection: helps prevent contamination between uses
- Decreases risks of trauma and drives patient compliance thanks to the coated wire and rounded tip, to avoid damage to dental enamel, gums and implants
- Complies with ISO 16409 (durability, stem and filament retention)
- Includes a cap for a better hygienic protection of the brush
- Available in 3 sizes for various interdental spaces and with new fresh colours

NO: 2114		GUM Bi-Direction (Cylindrical)	0.7 mm/ISO size 1	6/36 pcs
NO: 2314		GUM Bi-Direction (Tapered)	0.9 mm/ISO size 2	6/36 pcs
NO: 2614		GUM Bi-Direction (Tapered)	1.2 mm/ISO size 3	6/36 pcs



GUM® Access Floss

- Interproximal cleaning floss features an extra-thick spongy brush section, specifically designed to facilitate an effective cleaning around implants, under bridgework and between extra-wide interdental spaces
- An ultra-stiff threader on each end of the brush helps thread the product without the need for a separate floss threader
- Recommended by dentists for cleaning and maintenance of dental work and periodontal care

NO: 3200 GUM Access Floss 50 pcs/5 pcs



GUM® Butlerweave® Floss

- Reduces gingival index (32% in whole mouth and 36% in proximal areas) and bleeding index (56% in whole mouth) after 5 weeks²
- Unique woven floss offers durability and spreadability
- Patented “woven” design: spreads out on tooth surface to clean and remove plaque effectively
- Wide, flat profile: glides between tight contacts

NO: 1055	GUM Butlerweave - Unwaxed	50 m
NO: 1155	GUM Butlerweave - Waxed	50 m
NO: 1115	GUM Butlerweave - Waxed	3.6 m
NO: 1855	GUM Butlerweave - Waxed, Mint	50 m



GUM® Expanding Floss

- Thin and easy to insert even between the tightest contacts
- Expands during the use, allowing the floss to adapt to varying sizes of interdental spaces for a better surface contact
- Gentle on gingival tissue, perfect for sensitive teeth and gums

NO: 2030 GUM Expanding Floss 30 m/10 m

2-in-1
Powerful efficiency & gentle care

Pressure sensor light
Helps to avoid brushing too hard

Two brushing modes

- Daily Care Mode
- Sensitive Mode

GUM® PowerCARE™ Toothbrush

- Exceptionally gentle oscillating toothbrush that combines efficacy and gentle care
- Unique bristles design, combining the outer extremely tapered bristles and end-rounded bristles for an extra gentleness and superior plaque removal³
- Ultra slim and soft tapered bristles clean deeper even in hard to reach areas
- Two brushing modes (daily and sensitive) allow to adapt the brushing speeds to different needs : daily care of healthy teeth (9,300 cycles/min) or in case of sensitivity/gum disease (7,500 cycles/min)
- Ergonomic handle design ensures a good grip & control while brushing
- Pressure sensor lights up when brushing is too hard (preventing from gums damaging)
- Two minutes timer (a pulse received every 30 secs) improves compliance
- Replacement heads available in a 2 pcs/pack format

NO: 4200	GUM PowerCARE Electric Toothbrush	Soft
NO: 4210	GUM PowerCARE Electric Toothbrush Refill Heads (2 pcs)	Soft

7x Along the sulcus

1.6x Between the teeth

7x Beneath the sulcus

45° Patented Quad-Grip handle

Bi-level bristles

Angled bristles

GUM® Technique® PRO

- Gentler and more effective (than with conventional bristles) plaque removal in the most difficult to clean areas⁴
- Deeper and gentle cleaning for healthier gums
- Professional toothbrush particularly recommended for red, swollen or bleeding gums
- Tapered bristles ensure deeper penetration for superior cleaning below and along the gumline and in-between the teeth
- Bi-level bristles clean teeth on the exposed surfaces, below and along the gumline and in-between the teeth
- Angled bristles create an easy access between the teeth by striking the tooth surface in different directions
- No-slip Quad-Grip handle enables a better toothbrushing technique (Modified Bass is recommended), by creating a 45° angle for optimal cleaning below the gumline

NO: 525	GUM Technique PRO	Compact	Soft
NO: 526	GUM Technique PRO	Regular	Medium
NO: 528	GUM Technique PRO	Compact	Medium



GUM® Classic

- Patented Dome-Trim® bristles profile, clinically proven to provide an exceptional plaque removal and reduce gingival inflammation^{5,6}
- Rubber tip stimulator gently massage gums (on Regular and Compact versions)
- With a hygiene cap (retail pack only)

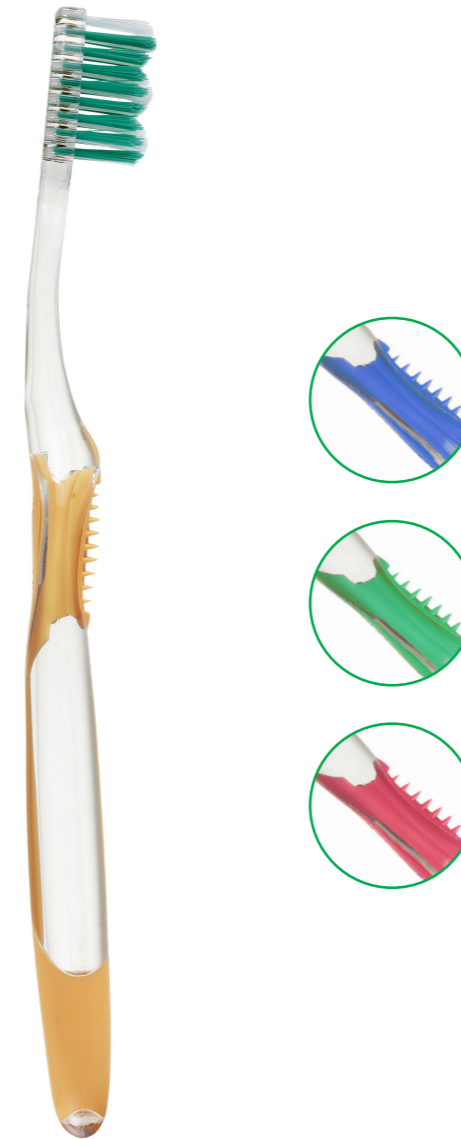
NO: 411	GUM Classic	Regular	Soft
NO: 409	GUM Classic	Compact	Soft
NO: 311	GUM Classic	Slender	Soft



GUM® Post-Operation

- Ultra-soft (0.10 mm) bristles ideal for post-surgical cleaning and usage in case of gum disease, mouth irritations, extractions, implants & grafts

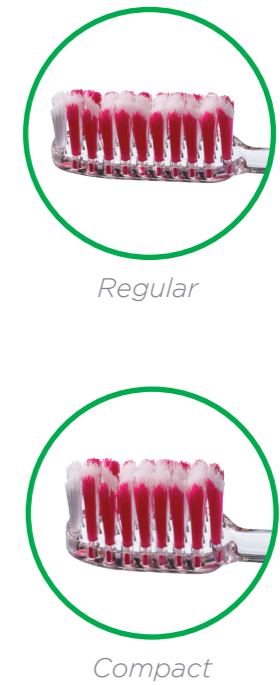
NO: 317	GUM Post-Operation Brush	Ultrasoft
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GUM® MicroTip®

- Internal bristles micro-feathering increases number of bristle tips by 70% to gently clean a broader surface
- Unique interdental trim for interproximal plaque removal
- DOME-TRIM® bristles design with the raised center is effective in reducing subgingival levels of periodontopathic microorganisms^{5,6}
- With a hygiene cap (retail pack only)

NO: 470	GUM Microtip Toothbrush	Regular	Soft
NO: 471	GUM Microtip Toothbrush	Compact	Soft
NO: 472	GUM Microtip Toothbrush	Regular	Medium
NO: 473	GUM Microtip Toothbrush	Compact	Medium





DAILY CARE



Our mouth contains millions of bacteria. The lack of regular and appropriate oral hygiene causes the build-up of dental plaque, which, on the long term and through the process of tartar formation, leads to the gums inflammation - gingivitis.

It is estimated that **3 out of 4** people suffer at some point in their lives from gum problems. Proper daily oral hygiene helps prevent these problems before they occur.

Tips for a complete oral hygiene:

- **Brushing the teeth** for 2-3 minutes after each meal, or at least twice a day, is recommended

Q10



to mechanically remove the plaque and food particles present on teeth and gums surface.

- **Fluoride and anti-plaque toothpaste** helps remineralize enamel for stronger teeth and eliminates harmful bacteria for a healthy mouth.

- Interdental spaces, difficult to access with the toothbrush, are the location where plaque tends to accumulate. **Dental floss or interdental brushes** allow to effectively eliminate the plaque.

- In addition, the use of a **mouthingrinse with an anti-plaque action**, after each brushing, allows to reach the inaccessible for the toothbrush locations, and to extend the anti-plaque effect.



GUM® ActiVital® Toothpaste

- Multi-functional product designed to promote the health of teeth and gums for life
- Contains coenzyme Q₁₀ and pomegranate, well-known antioxidants
- Provides a long-lasting prevention against plaque formation and dental caries thanks to:
 - The innovative anti-plaque system PlakClear™, that absorbs bacteria from plaque
 - Combination of Fluoride (1'450 ppm) and Isomalt helps to remineralize enamel and protect against cavities
- Strengthens gums and teeth thanks to ginger and Bisabolol
- Gentle formula
- Fresh peppermint flavor

NO: 6050	GUM ActiVital Toothpaste	75 ml
NO: 6052	GUM ActiVital Toothpaste	12 ml



Alcohol-Free

GUM® ActiVital® Mouthrinse

- Multi-functional product designed to promote the health of teeth and gums for life
- Contains coenzyme Q₁₀ and pomegranate, well-known antioxidants
- Provides a long-lasting prevention against plaque formation and dental caries thanks to:
 - The innovative anti-plaque system, LAE (Ethyl Lauroyl Arginate), which forms a protective film that prevents microorganisms from adhering back to the teeth surface
 - Combination of Fluoride (248 ppm) and Isomalt helps to remineralize enamel and protect against cavities
- Strengthens gums and teeth thanks to ginger and Bisabolol
- Gentle formula
- Alcohol-free
- Fresh peppermint flavor

NO: 6060	GUM ActiVital Mouthrinse	500 ml
NO: 6061	GUM ActiVital Mouthrinse	300 ml
NO: 6062	GUM ActiVital Mouthrinse	30 ml

A new step into the sustainable world

At Sunstar, we are committed to protecting the environment and being sustainable in all our business activities. We believe it is important to take everything into account when facing any issue, therefore, we apply a holistic approach to our sustainability policy too.

From the global perspective, we are following the 4R's model and are working towards achieving the following:

- REDUCE - Reduce CO² and other emissions at business sites and plastic used in products
- REUSE - Promote the re-use of products and some of their parts
- RECYCLE - Promote recyclable product design and promote the use of recyclable materials
- RENEW - Promote the replacement of petroleum-derived materials with recyclable materials

In US, one of our main factories has a LEED certification for its sustainability, a great example of how reducing our impact on the environment is at the top of our agenda.

In Japan, we have established more efficient delivery routes through joint logistic programmes with other companies, which reduced our CO² emissions by 65% compared to carrying each product separately.

SUNSTAR Interbros GmbH facility – which produces all the Soft-Picks® range among other products – has also been recognised with the ISO14000 certification for its effective environmental management system. Also, the plant has been using solar panels since 2012 and uses energy which is 100% made by hydropower.

We also strive to reduce the environmental impact of our packaging. In first half of this year we have replaced the materials of all our GUM® Soft-Picks® packaging into an 80% recycled paper and PET mix. The plastic trays from our GUM® Soft-Picks® and toothbrushes inner boxes are planned to be replaced with shelf-ready inners, that can be used by the customers directly on shelves.

Also since the first quarter of this year, all cardboard boxes of chemicals manufactured by two of our suppliers are made of FSC-certified paper, which means the paper is coming from sustainably managed forests.

Finally, we are pleased to launch our first organic toothpaste, GUM® BIO Toothpaste. It meets the COSMOS ORGANIC standard, ensuring the organic origin of cosmetic product ingredients as well as the respect of sustainability practices at every stage of production, from sourcing, manufacturing to marketing and promotion.

Our commitment to sustainability matters is becoming more and more concrete and we are strongly aiming at keeping including them within our future developments.



GUM® BIO Toothpaste

- Certified COSMOS ORGANIC by ECOCERT and COSMEBIO : 99% of total ingredients are of natural origin and 22% are from organic farming
- Fluoride (1'450ppm) protects and fortifies teeth and allows an effective caries prevention and enamel remineralization.
- Gentle formulation without colorants, parabens, titanium dioxide, SLS, alcohol, silicones
- With Aloe Vera known for its soothing properties
- Protects and strengthens gums*
- Freshens breath with appealing & fresh mint flavor*
- Vegan certified
- Packaging box made of 80% recycled paper

NO: 7020
NO: 7022

GUM BIO Toothpaste
GUM BIO Toothpaste

75 ml
12 ml

*Validated through consumer test: 19 subjects, 28 days, under control of an odontologist

NEW



Protection cap included

Battery included

GUM® ActiVital® Sonic Battery Toothbrush

- Its tapered bristles remove up to 50% more plaque between the teeth and reach 47 times deeper below the gumline (vs. a manual toothbrush)⁷
- Sonic vibration with 12'000 cycles per minute provides an efficacious, yet gentle cleaning and stimulates the gums
- Its tapered bristles remove up to 50% more plaque between the teeth and reach 47 times deeper below the gumline (vs. a manual toothbrush)⁷
- Elegant, slender and ergonomic handle for good grip
- AAA battery and practical travel cap included
- Light and cable-free
- Available in 2 colours: black and white
- Replacement heads available in a 2 pcs/pack format

NO: 4100	GUM ActiVital Sonic Toothbrush	Compact	Soft
NO: 4110	GUM ActiVital Sonic Refill Heads (2 pcs)	Compact	Soft



Triad Bristle Technology

Ultra Compact

Compact

Ultra Compact
Compact

GUM® ActiVital® Manual Toothbrush

- 23% more effective in reducing gingivitis than a leading manual toothbrush⁸
- Active in the vital areas to prevent gingivitis and maintain healthier gums
- The only toothbrush specifically designed to remove plaque from interdental spaces and along the gum line due to the rectangular and triangular tufts
- Patented triad bristle technology ensures the professional plaque removal without damaging gingiva
- Ultra compact head (585) allows an easy access to hard-to-reach areas
- With a hygiene cap (retail pack only)

NO: 581	GUM ActiVital Manual Toothbrush	Compact	Soft
NO: 583	GUM ActiVital Manual Toothbrush	Compact	Medium
NO: 585	GUM ActiVital Manual Toothbrush	Ultra Compact	Soft



GUM® Technique® +

- Designed for an advanced brushing technique
- Patented Quad-Grip handle helps ensure the best brushing angle
- Dome Trim® head design is clinically proven to reach below the gumline and between teeth for optimal oral care^{5,6}
- Interdental trim for an effective plaque removal between teeth
- Extended SuperTip™ bristles eliminate plaque from hard-to-reach areas
- With a hygiene cap (retail pack only)

NO: 490	GUM Technique+	Regular	Soft
NO: 491	GUM Technique+	Compact	Soft
NO: 492	GUM Technique+	Regular	Medium
NO: 493	GUM Technique+	Compact	Medium



GUM® Super Tip™

- GUM® Super Tip™ bristles clean hard-to-reach surfaces
- Dome Trim® head design is clinically proven to reach below the gumline and between teeth for optimal oral care^{5,6}
- Outer bristles allow to clean more efficiently the teeth external surface
- Ergonomically designed handle with texturized rubber grip, on front and back for comfortable manoeuvrability

NO: 1463	Super Tip™	Compact	Medium
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GUM® SOFT-PICKS® RANGE



Patient preferred

Patients prefer soft rubber picks because they are easier and more comfortable to use, and cause less pain (Hennequin-Hoenderdos, 2018)



Proven efficiency

Designed to stimulate gingival blood flow and remove interdental plaque (Johnson T, Cochrane Database Syst Rev 2015)



Gentle on gums

Our soft rubber picks massage gums and clean between teeth without abrasion. They are latex-free and safe even for sensitive and/allergic patients



More motivation

Less demanding methods of interdental cleaning increase patient motivation, compliance and outcomes (Needleman, 2005; Wilder, 2016)



GUM® Soft-Picks® Original

- Vertical shape
- Discreet and easy-to-use
- Easily recognizable as an improved version of the traditional wooden tooth pick
- Removes plaque & food particles from interdental spaces, especially in the front parts
- Available in 3 sizes (40/200 pcs): Medium (NO 632), Large (NO 634) and X-Large (NO 636)



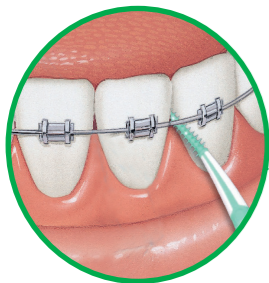
GUM® Soft-Picks® Advanced

- Curved shape
- Discreet and easy-to-use
- The most convenient interdental cleaning tool
- Adapted to the natural shape of jaws, its shape makes it easy to reach any area of the mouth, including difficult to access areas such as back teeth
- Innovative and ergonomic design
- Available in 3 sizes (30/100 pcs): Small (NO 649), Medium (NO 650), Large (NO 651)



Daily interdental care

Implants, bridges or crowns



Orthodontic appliances



GUM® Soft-Picks® Comfort Flex

- Curved shape
- Discreet and easy-to-use
- Flexible neck for improved control & comfort and better access to the back teeth
- Wider handle covered with TPE for a better grip
- Exists in 3 sizes (40 pcs): Small (NO 659), Medium (NO 660), Large (NO 661)



New "Cool Mint" version (NO 670)



GUM® Easy Floss

- Easily slides between teeth and below the gumline thanks to the special PTFE (Polytetrafluoroethylene) material making it optimal for new floss users
- Mono-filament construction is exceptionally strong and shred-resistant
- Satin-like finish is soft and gentle on gums

NO: 2000

GUM Easy-Floss

30 m



GUM® Fine Floss

- Shred-resistant and thin floss, ideal for narrow interdental spaces cleaning and below the gumline
- Special 'S' twist fibers ensures the durability and a large teeth coverage for an efficient plaque removal

NO: 555

GUM Fine Floss – Unwaxed

50 m

NO: 1555

GUM Fine Floss – Waxed

50 m



Fluoride & Vitamin E coating

Improved pick design

GUM® Easy-Flossers

- Remove food residue and plaque between teeth in no time
- New ergonomic handle
- Improved pick design
- Waxed and extra resistant floss with Fluoride and Vitamin E coating
- Refreshing mint flavor
- Perfect for on-the-go flossing with a practical travel case

NO: 890

GUM Easy Flossers

30/50/90 pcs



GUM® Flosbrush® Automatic

- Easy to use: just click the lever to advance a clean piece of floss
- Angled design allows to reach back teeth
- Unique and innovative design with extra shred-resistant floss fiber
- Interior chambers separate new and used floss
- With hygiene cap

NO: 847

GUM Flosbrush Automatic - Waxed

250 uses



ANTI-STAIN

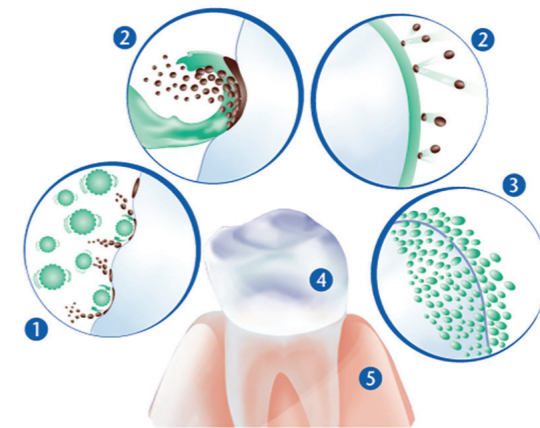
The loss of whiteness or the appearance of stains on the teeth surface often originate in our daily habits. There are 2 types of stains:

External stains: located on the surface of the tooth, they can be caused by tartar, the consumption of certain foods and beverages (coffee, tea, red wine and sodas) but also by smoking. These stains are linked to colored molecules that attach to the surface of the enamel.

Internal stains: these stains lie below the surface of the tooth, on the part called dentine. They may be due to age, excessive use of fluoride or certain types of drugs. The treatment of internal stains is done by the dentist, thanks to whitening gels.

GUM® ORIGINAL WHITE

1. Smoothly **ELIMINATES** surface stains without damaging the enamel thanks to the action of highly cleaning and low abrasion silica
2. **DISSOLVES** impurities and deposits a protective layer to prevent them from reappearing thanks to the unique **Stain Clear** agent

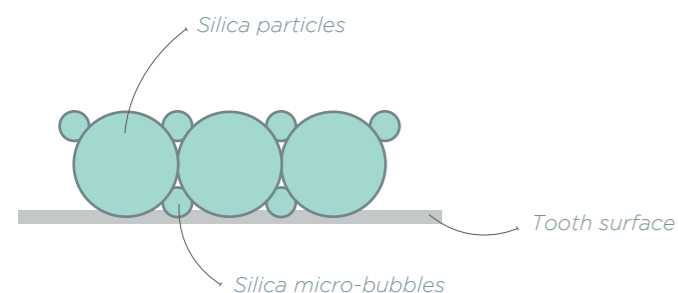


3. Silica micro-bubbles **IMPROVE** stain removal with delivering more **Stain Clear** agent on the entire tooth surface
4. The combination of Fluoride and Isomalt **STRENGTHENS AND PROTECTS** the enamel
5. Pro-Vitamin B5 and Vitamin E **REVITALIZE** gums



Some tips to avoid stains (on the surface):

- Brush your teeth with a suitable toothpaste and use the dental floss 2 times per day to prevent the plaque build-up and to remove surface stains
- Reduce the consumption of dark colored food and drinks such as berries, coffee, tea, and red wine
- Avoid smoking
- Visit your hygienist/dentist every 6 months for a control and dental cleaning



GUM® Original White Toothpaste

- Restores natural whiteness of teeth, gentle on gums
- Physical action: gently removes surface stains thanks to the high cleaning non-abrasive silica
- Chemical action: Stain Clear agent dissolves stains and prevents new stain formation
- Micro-bubble foam created while brushing allows the concentration of a high amount of Stain Clear agent for a large contact with tooth surface
- Combination of Fluoride (1'490 ppm) and Isomalt provides enhanced remineralisation together with anti-erosion and anti-decay protection
- More effective in removing stains than other leading whitening toothpastes⁹
- Vitamin-E and Pro-vitamin B5 help to nourish and revitalize gum tissues

NO: 1745
NO: 1748

GUM Original White Toothpaste
GUM Original White Toothpaste

75 ml
12 ml



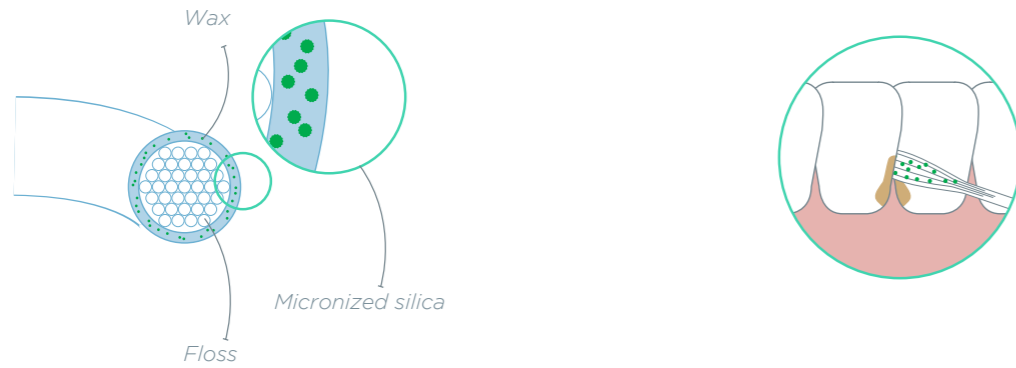
GUM® Original White Mouthrinse

- Restores natural teeth whiteness, gentle on gums
- StainClear agent gently dissolves and removes stains, forming a protective coating that prevents new stain build-up¹⁰
- Pro-vitamin B5 and Vitamin E nourish the gingiva with vitalizing nutrients and antioxidants
- Combination of Fluoride (250 ppm) and Isomalt provide enhanced remineralisation together with anti-erosion and anti-decay protection
- Alcohol-free formula

NO: 1747
NO: 1742

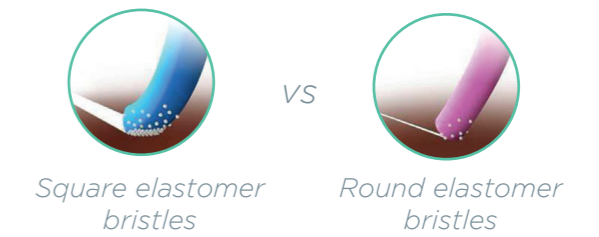
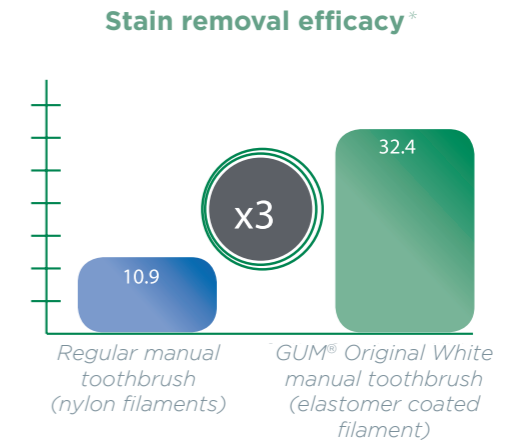
GUM Original White Mouthrinse
GUM Original White Mouthrinse

300 ml
30 ml



GUM® Original White Floss

- Designed to remove stains in-between teeth
- Removes stains between teeth, significantly more than other whitening flosses¹¹
- Provides effective interdental and below-the-gumline plaque control
- With micronized silica and Fluoride



Larger contact area for more efficiency

GUM® Original White Toothbrush

- Superior anti-stain properties thanks to special round elastomer coated bristles
- Proven to remove up to 3 times more stains than a regular manual toothbrush¹²
- Optimal removal of both stains & plaque
- Efficacious plaque removal along the gumline and between the teeth thanks to the special bristles configuration and brush head shape
- Trendy design
- For best results it is recommended to brush with GUM® Original White toothpaste



SENSITIVE TEETH



Approximately 1/3 of the world population suffers from sensitive teeth.

The mouth is not immune from the aging process. With time, gums start receding, exposing the tooth root, where the protective enamel shell is particularly vulnerable. Teeth can also suffer from mineral loss, contributing to the progressive erosion of enamel.

Without the protection provided by gums and enamel, the root area of teeth becomes exposed to external stimuli such as heat, cold, sweet or sour food which transmit the signal back to the tooth nerve through the microscopic holes (dentinal tubules). This stimulation triggers pain or discomfort. Root caries can also develop in this more delicate exposed area.



Addressing sensitive teeth:

First line of action: Prevention begins at home through maintenance of basic oral hygiene and use of anti-sensitivity products specifically designed for patients suffering from sensitive teeth. GUM® SensiVital®+ range helps you to obtain a quick and long-lasting alleviation from sensitive teeth and to take care of your oral health by:

- preventing cavities and root caries and further damage to your enamel
- effectively managing plaque
- providing a gentle care to your sensitive teeth, oral tissue & oral flora

It helps you to practice the 3-step daily gentle yet effective care. Finally it positively impacts your system health through the oral health care.

Second line of action: When at-home prevention alone is not enough, the dentist may apply a varnish or coating on the tooth to immediately reduce the pain/sensitivity by occluding the dentinal tubules and/or prevent direct exposure to the pain-causing stimulants.



GUM® SensiVital®+ Toothpaste

- Contains an effective dual action formula that delivers quick and long-lasting alleviation from sensitive teeth:
 - Protects enamel and dentine: by plugging (with Hydroxyapatite particles) and sealing (with a Polymer) open dentine tubules, containing sensitive nerve endings,
 - Fortifies the tooth surface (enamel and exposed dentine) through enamel remineralization
 - Desensitize nerve endings (thanks to Potassium Nitrate)
- Takes care of your oral health:
 - With Fluoride (1'450 ppm), Isomalt and orange peel extracts to effectively help prevent cavities and root caries (a frequent corollary of receding gums)
 - Uniquely gentle with sensitive teeth and oral flora
- More than 70% of people who have used the toothpaste and the mouthrinse report experiencing quick alleviation from tooth sensitivity, with a long term effect¹³

NO: 6070
NO: 6071

GUM SensiVital®+ Toothpaste
GUM SensiVital®+ Toothpaste sample

75 ml
12 ml



GUM® SensiVital®+ Mouthrinse

- Provides an effective action that delivers quick and long-lasting alleviation from sensitive teeth:
 - Provides long-lasting alleviation of sensitive teeth (thanks to Potassium Nitrate)
 - Remineralizes enamel with Calcium and the combination of Fluoride (250 ppm) + Isomalt
 - Protects against plaque with an effective anti-plaque system (CPC)
- Uniquely gentle with sensitive teeth and oral flora
- More than 70% of people who have used the toothpaste and the mouthrinse report experiencing quick alleviation from tooth sensitivity, with a long term effect¹³

NO: 6081
NO: 6082

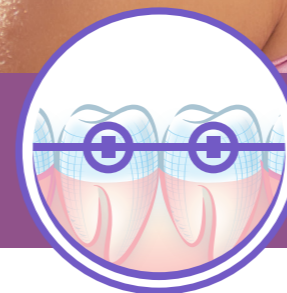
GUM SensiVital®+ Mouthrinse
GUM SensiVital®+ Mouthrinse sample

300 ml
30 ml



GUM® SensiVital® Toothbrush

- Ultra-soft bristles (0.15 mm) with tapered tip (0.035 mm) are designed to be ultra gentle on sensitive teeth and gums
- 2 levels of bristles are ideal for a 2-level cleaning, leaving teeth feeling incredibly smooth and clean
- The longer micro-thin bristles reach deep into interdental spaces and along the gumline without harming damaged gums
- The shorter bristles offer the maximal stability to clean the entire tooth surface for an absolute clean sensation
- Compact head for an easy access to all areas of the mouth
- With a hygiene cap (retail pack only)



ORTHO CARE

Patients undergoing orthodontic treatment are at higher risk of the following oral problems:

- Plaque build-up: 2 to 3 times higher than levels observed in patients without appliances
- White spot lesions: 1/3 of patients have new white spot lesions at the end of the treatment
- Gingivitis: Increased growth of periodontopathic bacteria, resulting in more inflammation and bleeding
- Mucosal lesions: More than 3/4 of the orthodontic patients experience oral ulceration

These issues can be avoided through prevention, which starts at home through maintenance of basic oral hygiene: toothbrushing, mouthrinsing and flossing, using wax to prevent ulcerations. At the end of the orthodontic treatment, the dentist usually carries out a professional prophylaxis.

With Aloe Vera and Ginger Extract

Anti-irritant ingredients to soothe gingival tissue



GUM® Ortho Toothpaste

- Advanced cavity prevention and gum protection
- Superior remineralization of tooth enamel and better prevention of white spot lesions and cavities, thanks to the combination of Fluoride (1'490 ppm) + Isomalt
- Antiplaque action thanks to the 0.05% Cetylpyridinium Chloride
- Vitamin E, the well-known antioxidant, contributes to maintain healthy gums
- Low foaming to encourage longer brushing
- Gel format for better flow on and around brackets
- Gentle spearmint flavor for pleasant fresh taste
- Contains anti-irritant ingredients (combination of Bisabolol and ginger extract, and Aloe Vera) to soothe gingival tissue

NO: 3080
NO: 3082

GUM Ortho Toothpaste
GUM Ortho Toothpaste

75 ml
12 ml



Alcohol-Free



GUM® Ortho Mouthrinse

- Advanced cavity prevention and gum protection
- Higher Fluoride content (400 ppm) than regular mouthrinse for superior remineralization action
- Antiplaque action thanks to the 0.05% Cetylpyridinium Chloride
- Anti-irritant ingredients (Bisabolol, Ginger Extract, Aloe Vera) to soothe gingival tissue
- Vitamin E, the well-known antioxidant, contributes to maintain healthy gums
- Gentle spearmint flavor for pleasant fresh taste
- Gentle formula without alcohol that can dry the oral mucosa

NO: 3090
NO: 3092

GUM Ortho Mouthrinse
GUM Ortho Mouthrinse

300 ml
30 ml



GUM® Ortho Wax

- Helps prevent painful ulceration and relieve irritations on cheeks and gums caused by sharp wires and brackets
- Pre-cut pieces for a more hygienic and convenient application of the transparent wax on the appliances
- Mirror included

NO: 723 GUM Orthodontic Wax – Unflavoured
 NO: 724 GUM Orthodontic Wax – Mint Flavoured



GUM® Ortho Toothbrush and GUM® Ortho Travel Toothbrush

- V-trim cut facilitates cleaning around orthodontic appliances, such as brackets, wire buttons and ligatures
- With a hygiene cap (retail pack only)

NO: 124 GUM Ortho Toothbrush
 NO: 125 GUM Ortho Travel Toothbrush

GUM® Ortho Floss

- 3-in-1 floss, ideal for orthodontic appliances, bridges and wide interdental spaces
- With a built-in stiff plastic threader that helps guiding the floss between teeth, spongy brush to remove and sweep out food particles and soft nylon floss section for effective plaque removal below the gumline, all-in-one strand

NO: 3220 GUM Ortho Floss 50 pcs/5 pcs

GUM® HALICONTROL®

Do not just mask bad breath but **ACTS ON IT AND PREVENTS** its causes for a long-term breath control

Based on advanced and innovative **TECHNOLOGIES**

Has a **PLEASANT TASTE** and does not give an astringent sensation

WITHOUT ALCOHOL that can dry and irritate the soft tissues of the mouth

**BAD BREATH**

So common, yet so difficult to talk about.

Bad breath refers to the unpleasant odors emanating from the mouth. This condition is common (50-65% of the population) and does not discriminate between age or sex: everyone can experience it from time to time or persistently. Its effects are negative at both social and psychological levels and could lead to low self-esteem and self-confidence. It has been proven that 1/3 of people with bad breath suffers from social anxiety disorder.

Although it is so frequent, people are very reluctant to talk about it and are often unaware of its main causes.

Its intrinsic causes (chronic halitosis) are: poor oral hygiene, gum disease, cavities, abscesses

and dry mouth. There are also some transient causes: pungent foods (such as onion, garlic, spices), alcohol, smoking and some medicines.

GUM® HaliControl® offers a complete line of products as an essential part of a continuous daily oral hygiene to effectively control the bad breath condition:

- Restoring a pure healthy breath
- Providing an instantly fresh breath
- Assuring a long-lasting protection



GUM® HaliControl® Toothpaste

- Catches and neutralizes VSCs* in the mouth and prevents their vaporization thanks to an enhanced salivation complex (with Zinc Lactate)
- Provides immediate and prolonged cooling effect, thanks to the advanced cooling technology
- Contains Cetylpyridium Chloride & essential oils helping to eliminate bacteria responsible for bad breath, providing a long-lasting fresh breath
- Contains Fluoride (1'490 ppm) & Isomalt for advanced cavity prevention and effective teeth remineralization

NO: 3040 GUM HaliControl® Toothpaste
NO: 3042 GUM HaliControl® Toothpaste

75ml
12ml

*VSCs - Volatile Sulfur Compounds



GUM® HaliControl® Mouthrinse

- Captures and neutralizes VSCs in the mouth and inhibits the enzymatic reaction producing them (with Zinc Lactate & Cyclodextrin)
- Masks bad breath providing immediate and prolonged cooling effect, thanks to the advanced cooling technology
- Contains Cetylpyridium Chloride & essential oils helping to eliminate bacteria responsible for bad breath, providing a long-lasting fresh breath
- Alcohol-free formula, gentle for the oral mucosa

NO: 3050 GUM HaliControl® Mouthrinse
NO: 3052 GUM HaliControl® Mouthrinse

300ml
30ml

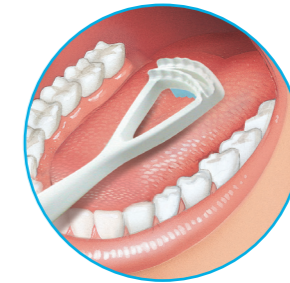
Special format and texture

To increase the saliva flow

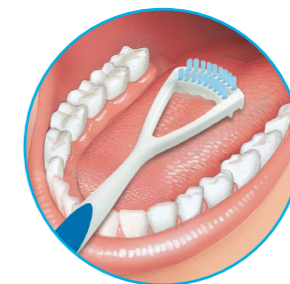


GUM® HaliControl® Tablets

- A natural approach for treatment of the bad breath condition
- Contain plant-activated polyphenols that trap and neutralize bad breath compounds in the mouth and body
- Extinguish bad breath from oral bacteria origin and food, alcohol and tobacco
- Their texture and format increase the saliva flow against odor compounds
- Pleasant flavor of watermint and blackcurrant
- Sugar-free
- To be taken anytime, anywhere, as needed



The «brush» side eliminates the plaque up to the grooves of the tongue



The «scraper» side carefully removes the remaining bacteria

GUM® HaliControl® Tongue Cleaner

- Daily tongue cleaning has been proven to be an effective tool to fight against bad breath
- Two rows of bristles reach into the tiny grooves on tongue surface to dislodge bacterial plaque
- Two rows of scrapers remove the loosened bacteria for effective tongue cleaning
- Narrow head limits gag reflexes



CHILDREN CARE

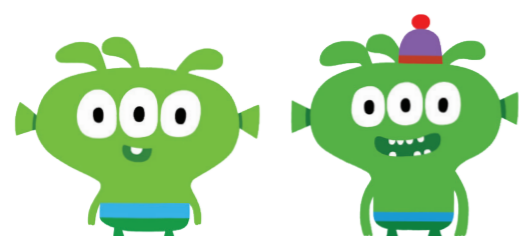
Enamel provides a natural protection for teeth. However, children's milk teeth enamel is thin and more susceptible to decay.

Combined with the dietary (bad) children habits (higher and more frequent intake of sugary food) and the complications arising, due to the crowding of teeth owing to eruption of permanent teeth while the milk teeth are still present, children could suffer from multiple sites of dental decay.



Addressing children teeth decay:

- **First line of action:** Prevention begins at home by removal of plaque through regular (twice a day) maintenance of basic oral hygiene. Parents usually need to discipline children on the importance of regular oral hygiene, such as toothbrushing and mouthrinsing.
- **Second line of action:** When at-home prevention alone is not enough, the dentist may remove the dental caries using the drill in the clinic and place a restoration to fill up the cavity. In some cases, children may suffer from rampant dental caries where a more extensive treatment may be required.



GUM® KIDS Toothpaste (2-6 years)

- Tailored to the specific requirements of milk teeth
- The combination of Fluoride and Isomalt provides 2 times the remineralisation of Fluoride alone
- Reduced Fluoride concentration (500 ppm) specifically suited for children under 6 years old
- Very gentle formula for the best protection and care of milk teeth - a prerequisite for healthy permanent teeth
- Strawberry flavor
- Gel texture

NO: 3000	GUM KIDS Toothpaste(2-6 years)	50ml
NO: 3002	GUM KIDS Toothpaste(2-6 years)	12ml



GUM® JUNIOR Toothpaste (7+ years)

- Tailored to the specific requirements of the new permanent teeth
- The combination of Fluoride and Isomalt increases the enamel remineralisation for stronger permanent teeth
- Increased Fluoride level (1'450 ppm) for advanced cavities protection
- Very gentle formula to remove the risk of damage the still soft dental enamel of the new permanent teeth.
- Tutti-frutti flavor
- Gel texture with glitters

NO: 3004	GUM JUNIOR Toothpaste (7+ years)	50 ml
NO: 3005	GUM JUNIOR Toothpaste (7+ years)	12 ml



GUM® BABY Toothbrush (0-2 years)

- Extra small head for better fit in baby's mouth
- Longer handle to facilitate adult's hold of the toothbrush
- Gentle soft bristles



GUM® KIDS Toothbrush (3-6 years)

- Small and cushioned head, adapted to the child's age, protects teeth and gums
- Soft bristles gently remove plaque and the central colored part indicates the right dose of toothpaste
- Ergonomic handle with thumb pad for good grip
- Fun monster design with suction cup to keep bristles clean and reduce clutter in the counter



GUM® JUNIOR Toothbrush (7-9 years)

- Cushioned head, adapted to the child's age, protects teeth and gums
- Soft bristles gently remove plaque and the central colored part indicates the right dose of toothpaste
- Ergonomic handle with thumb pad for good grip
- Fun monster design with suction cup to keep bristles clean and reduce clutter in the counter

GUM® LIGHT-UP Toothbrush

- Colorful Monster LIGHT-UP handle flashes for 1 minute to help children brush longer
- With fun suction cup to keep bristles clean
- Gentle soft bristles



Alcohol-Free



GUM® JUNIOR Mouthrinse (6+ years)

- Tailored amount of Fluoride (226 ppm) for an effective protection against caries
- Combination of Fluoride + Isomalt enhances enamel remineralisation for stronger new permanent teeth
- Prevention of plaque build-up
- Gentle formula with natural chamomile flower extract and without alcohol
- Strawberry flavor

GUM® Red-Cote® (7+ years)

- Plaque disclosing tablets
- Highlight harmful bacterial plaque on tooth surfaces and show the patient areas where more brushing and flossing are needed
- Cherry flavor

GUM® TEENS Toothbrush (10+ years)

- A toothbrush with trendy colors
- Soft bristles gently remove plaque from teeth and gums
- Ergonomic handle with thumb pad for good grip

NO: 3022 GUM JUNIOR Mouthrinse (6+ years) 300 ml
 NO: 3023 GUM JUNIOR Mouthrinse (6+ years) 30 ml

NO: 824 GUM Red-Cote Tablets (7+ years)

NO: 904 GUM Teens Toothbrush (10+ years)



DRY MOUTH (XEROSTOMIA)

Dry mouth, also known as xerostomia, is believed to affect about 1 out of 4 adults and more than half of the elderly and is often overlooked.

Many factors (stress, coffee or alcohol abuse), health conditions (diabetes, salivary gland disease), therapies (chemotherapy, radiation therapy) and commonly used drugs (antidepressants, blood pressure medicines, painkillers, antihistaminic medicines) can reduce saliva flow, causing dry mouth which can be uncomfortable, annoying and harmful to the oral health.

The first symptoms may be a feeling of dryness or stickiness in the mouth while eating or sleeping. Over time a sore or burning mouth and/or tongue is experienced; difficulties in speaking, swallowing, chewing and/or problems tasting food.



Dry mouth relief efficacy of GUM® HYDRAL® versus a competitor on medication-induced dry mouth symptoms¹⁴



Severe dry mouth may lead to other oral healthcare problems, such as an increase in cavities and oral infections (gingivitis, gum inflammation, bad breath, etc.).

GUM® HYDRAL® range has been specifically developed to get immediate and long-lasting relief from dry mouth symptoms while protecting the mouth from damage due to dryness.

All GUM® Hydral® products moisturize dry mouth for more comfort thanks to hydrating agents and relieve dry mouth symptoms. GUM® HYDRAL® range is suitable for the long-term use in the management of dry mouth. GUM® HYDRAL® spray is particularly adapted for the on-the-go use with a convenient small packaging. GUM® HYDRAL® toothpaste and GUM® HYDRAL® mouthrinse contains Fluoride and can be used daily to promote enamel remineralization and prevent tooth decay.



Patients treated with GUM® HYDRAL® report significant improvements of their oral condition. They experience less difficulty in chewing, swallowing and talking, and notice a significant improvement in taste perception¹⁵



GUM® HYDRAL® Gel

- Moisturizes and soothes dry mouth tissues
- Immediate and long-lasting dry mouth relief
- Its gel texture provides the relief needed to handle irritating and potentially damaging dry mouth
- To be applied on gums, tongue and oral mucosa, especially before going to bed and at night
- To be used up to 5 times per day

GUM® HYDRAL® Spray

- Moisturizes and Soothes dry mouth tissues
- Immediate and long-lasting dry mouth relief
- Ideal for the on-the-go use thanks to its convenient small packaging
- To be used up to 10 times a day



Alcohol-Free

GUM® HYDRAL® Mouthrinse

- Moisturizes and soothes dry mouth tissues
- Immediate and long-lasting dry mouth relief
- Ideal to add in the daily hygiene routine as it contains Fluoride (250 ppm) to promote enamel remineralization and to protect from tooth decay
- To be used up to 5 times per day

GUM® HYDRAL®

MOISTURIZES dry mouth for more comfort thanks to hydrating agents

PROTECTS the mouth from damage due to dryness

RELIEVES dry mouth symptoms, such as difficulty eating, pain, inflammation and dryness



GUM® HYDRAL® Toothpaste

- Moisturizes dry mouth tissues
- A gentle toothpaste for daily oral hygiene of delicate oral cavity and dry mucosa
- Prevents cavities and promotes enamel remineralization thanks to Fluoride (1'450 ppm)
- To be used 2-3 times a day or after every main meal



MOUTH ULCERS

Mouth ulcers are painful sores that appear on the tongue, gums, roof of the mouth, or inside the lips or cheeks. They are very common: it has been estimated that 20% of population will suffer from mouth ulcers at some time in their lives and the cumulative prevalence ranges from 5-66% of the population.

The mouth ulcer removes the top layer of the mouth's lining, so nerve cells become exposed.

Food, drink, air and saliva can irritate these exposed nerve endings and cause even more pain and slow down the ulcer from healing. This is why ulcers can affect the patient's ability to concentrate, eat, drink and even speak normally. A barrier to protect the exposed nerve endings can help promote healing and offer immediate relief.

GUM® AFTACLEAR®

Contains a **UNIQUE COMBINATION** of active ingredients: Hyaluronic Acid, Mucosave (mixture of plant extracts), PVP, polycarbophil, SymRelief (mixture of ginger and bisabolol) and Taurine. All the active ingredients have been carefully selected to allow an **EFFECTIVE INTERACTION** in order to guarantee:



PROTECTION

Forms a protective layer against external stimuli thanks to the filmogenic and highly mucoadhesive properties. This results in immediate pain relief and stimulates the healing process.



NATURAL REPAIR MECHANISM

Hydrates the affected area and promotes cell renewal of the damaged mucosa.



SOOTHING EFFECT

The active ingredient combination soothes the affected area and provides lasting relief.



RAPIDE EFFECT

Provides a rapid and effective remedy thanks to the naturally enhanced healing process.





GUM® AftaClear® Spray

- Provides an effective relief from the first application
- Offers a long-lasting and immediate pain relief
- Promotes fast healing
- Non-irritating
- Will not sting, burn, numb or cause dry mouth
- Ideal to use on-the-go and for hard-to-reach areas, such as the back of the mouth.
- The easy-to-use and multidirectional pump guarantees a targeted application of the liquid with maximum hygiene
- Alcohol-free
- Suitable for adults and children (2+ years)

GUM® AftaClear® Gel

- Provides an effective relief from the first application
- Offers a long-lasting and immediate pain relief
- Promotes fast healing
- Non-irritating
- Will not sting, burn, numb or cause dry mouth
- Mostly suitable in the acute treatment for local application on single lesions
- Easy-to-apply thanks to its long cannula
- Alcohol-free
- Suitable for adults and children (2+ years)



GUM® AftaClear® Mouthrinse

- Provides an effective relief from the first application
- Offers a long-lasting and immediate pain relief
- Promotes fast healing
- Non-irritating
- Will not sting, burn, numb or cause dry mouth
- Easy application helps to treat multiple, recurrent and hard-to-reach mouth ulcers
- Helps to prevent ulcers, sores and other mouth lesions from getting worse or spreading
- A convenient measuring cup for an easy application
- Alcohol-free
- Suitable for adults and children (6+ years)



GUM® Denture Brush

- Flat trim, firm nylon design effectively cleans denture surfaces
- Tapered brush cleans hard-to-reach areas

NO: 201

GUM Denture Brush



GUM® Stimulator

- The first and original stimulator for gingival massage and interproximal cleaning

NO: 600

GUM Stimulator - Handle & Tip



GUM® Mouth Mirror

- 25 mm diameter disposable plastic mirror

NO: 706

GUM Mouth Mirror



GUM® Travel Toothbrush

- Ventilated holes in handle allows excess moisture to escape
- Trifold design: brush head conveniently folds into handle for clean and compact travel
- Comfort thumb pad: TPE thumb grid adds comfort and control while brushing

GUM® Travel Kit

Content of the kit:

- GUM® Travel Toothbrush
- GUM® Original White Toothpaste (12ml)
- GUM® Original White Floss (10m)
- GUM® Soft Picks Original



GUM® End-Tuft Toothbrush

- Small brush head addresses special maintenance concerns including orthodontic bands, furcations, implants, distal of last molar and other hard-to-reach areas

GUM® Eez-Thru Floss Threaders

- Versatile nylon loop helps patients thread floss through spaces where most other products cannot reach: under bridges, between connected crowns and around orthodontic and implant appliances

		Advanced Gum Care	Anti-stain	Sensitive Teeth	Daily Care	Ortho Care	Bad Breath	Children Care	Dry Mouth	Mouth Ulcers	Other Oral Care Solutions
Manual Toothbrushes	GUM ActiVital										
	GUM Technique PRO										
	GUM Technique+										
	GUM Micro Tip										
	GUM Super Tip										
	GUM Classic										
	GUM Original White										
	GUM SensiVital+										
	GUM Travel Brush										
	GUM Post Operation										
	GUM Ortho										
	GUM End-Tuft										
	GUM Denture Brush										
	GUM Baby 0-2 Years										
	GUM KIDS 3-6 Years										
	GUM JUNIOR 7-9 Years										
GUM Light-Up											
GUM Teens 10+ Years											
Power Toothbrushes	GUM ActiVital Sonic										
	GUM PowerCare										
Interdentals	GUM Trav-Ler										
	GUM Bi-Direction										
	GUM Soft-Picks Original										
	GUM Soft-Picks Comfort Flex										
	GUM Soft-Picks Comfort Flex Mint										
Flosses	GUM Soft-Picks Advanced										
	GUM Expanding Floss										
	GUM ButlerWeave										
	GUM Original White										
	GUM Easy-Floss										
	GUM Fine Floss										
	GUM Easy-Flossers										
	GUM Flosbrush Automatic										
	GUM Ortho Floss										
	GUM Eez-Thru Floss Threaders										
Toothpastes	GUM Access Floss										
	GUM Paroex 0,12%										
	GUM Paroex 0,06%										
	GUM Original White										
	GUM SensiVital+										
	GUM Ortho										
	GUM HaliControl										
	GUM BIO										
	GUM ActiVital										
	GUM JUNIOR										
	GUM KIDS										
	GUM Hydral										
Rinses	GUM Paroex 0,12%										
	GUM Paroex 0,06%										
	GUM Original White										
	GUM SensiVital+										
	GUM HaliControl										
	GUM Ortho										
	GUM BIO										
	GUM ActiVital										
	GUM JUNIOR										
GUM Hydral											
Sprays & Gels	GUM AftaClear										
	GUM Hydral Gel										
	GUM Hydral Spray										
	GUM AftaClear Gel										
Breath Fresheners	GUM AftaClear Spray										
	GUM HaliControl Tablets										
Accessories	GUM Orthodontic Wax										
	GUM Stimulator										
	GUM HaliControl Tongue Cleaner										
	GUM Mouth Mirror										
	GUM Red-Cote Plaque Disclosant										

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- 10-days In home Use Test performed on GUM® HYDRAL® range in 02.2014 on 51 dry mouth sufferers aged 20 to 69, to determine the perceived efficacy and the overall acceptability of GUM® HYDRAL® gel, spray and mouthrinse.

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