



Product Catalogue
2025



SUNSTAR

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 mindful, enjoyable oral care rituals for truly holistic health.

GUM oral care rituals celebrate everyday health

Along the way, with our integration into the SUNSTAR group, we have come to embrace a holistic view of oral health. We see oral health not just as an end in itself, but as one of the foundations of a healthy body. SUNSTAR research has shown that mouth and body health are closely linked - just like our diet can affect our heart health, our mouth health can affect our cardiovascular and metabolic health. Today, the GUM brand is committed to helping people at all stages of life, improve their holistic health and well-being, one mouth at a time.

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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.



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

For over 90 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.

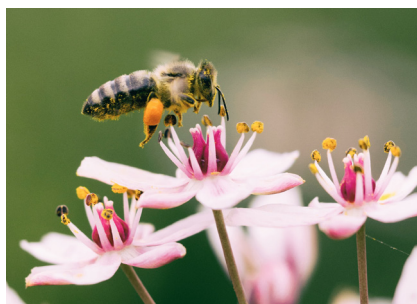
The company's research efforts span across 3 key areas: Mouth & Body, Health & Beauty and Safety & Environment. This strategy supports SUNSTAR's mission to improve total well-being with a holistic 360° approach.



Sunstar Group Long-Term Vision 2032

Sunstar is a company that contributes to enhancing healthy life expectancy and quality of life (QOL), starting from good oral health to preventive medicine and holistic wellness. It is important for us to be recognized as the most trustworthy company in the world, providing total support for people to live a healthy and comfortable life in all living environments including mobility and buildings.

We will contribute to solving social issues through businesses that are aimed at our Ideal Image in 2032. At the same time, we will work on environmental initiatives, enhancement of employee happiness, and improvement of the management platform as priorities required by society, and in partnership with our stakeholders, we will create new values for the wellbeing of people and the planet.



Sustainability

The Sunstar Group celebrated its 90th anniversary in 2022. Looking back on our history, it has been a constant series of challenges to develop our business from new perspectives.

As we look toward our 100th anniversary in 10 years, we will strive for ESG-driven management to fulfill our corporate social responsibility of becoming a company that contributes to the happiness of all people involved with Sunstar and the planet.

We will take on the challenge of new innovations to solve social issues by integrating the advantages of both our consumer and industrial businesses while passing on Sunstar's DNA to the next generation.

Sunstar has reduced global CO² emissions by 22%, increased by 53% the FSC paper used in all packaging, and raised to 73% the ratio of recyclable materials used for post-consumers packages and containers, among others.

Visit: <https://www.sunstar.com/sustainability/>





Our **world**

GUM is dedicated to serving people who want to take exceptionally good care of their teeth and gums. For people from all walks of life, who are **PROUD TO CARE** for their health.

We care **holistically**

We are passionate about oral health because we know it is the gateway to our body health. Mouth and body health are connected in unexpected ways - just like a poor diet can affect sleep and mood, our mouth health can have repercussions on our cardiovascular health as well as our metabolic health. Holistic mouth care is an important foundation of a healthy body and we pledge to deliver it, with the greatest attention to detail, every day.

We believe in **RITUALS**

Just like you, we believe that everyday tiny actions can bring about big changes in life. Our rituals do just that. A natural extension of any self-care routine, our rituals are made of easy gestures that allow us to gently and effectively clean our whole mouth, including where a toothbrush can't. Our rituals leave us feeling delightfully fresh and clean and are good for mouth and body.



We care for the **SMALL** to care for the **BIG**

Because we see our body as one big interconnected system, we are keenly aware that little things can bring about big changes. We are committed to helping everyone take complete care of their gums and teeth, including the tiny spaces between teeth or along the gum line - where most conventional toothbrushes cannot reach. We know keeping these spaces clean is essential for our gum health and even our body health. Their wellbeing will help prevent a butterfly effect - a chain of events that could test your mouth and body health.

We care with attention to **DETAIL**

Our ambition - to clean where most conventional toothbrushes don't - requires a zest for detail and perfection. And lots of ingenuity - our toothbrushes, interdental brushes, toothpastes and mouthwashes are skillfully designed to reach more areas of our mouth and deliver a full mouth clean. They are created to do so with ease - we believe thoroughness should be within everyone's reach.



We are keen to **DELIGHT**

The good things in life not only do good, but also feel good. We are devoted to injecting delight into oral care and to making every gesture, every ritual, an enjoyable, feel good moment.



Our oral care rituals celebrate everyday health. They offer more complete self-care than brushing alone. Built around 3 easy steps, they allow to gently and effectively clean our whole mouth, including the tiny spaces between teeth and along the gum line, which play an important role in our oral wellbeing and are the source of many oral health challenges.

1. Gently and effectively cleaning where a toothbrush alone can't, using a gentle interdental brush

Eliminating small food particles and bacteria hiding between teeth to achieve an extra deep clean and keep our mouth feeling extra fresh and clean throughout the day. A super easy and feel-good step that is essential to help prevent gum inflammation and its far-reaching effects on our mouth and body health.

2. Brushing to keep teeth looking and feeling healthy, clean and radiant

Eliminating food residue and plaque to keep our teeth feeling smooth and our breath feeling fresh throughout the day. Using a toothbrush with soft, tapered bristles to clean below the gum line where the plaque accumulates. Combining this with one of our gentle toothpastes that help fight plaque and fortify teeth and gums.

3. Rinsing with a gentle mouthwash to strengthen our teeth and gums, prolonging the effects of good brushing

Ending our oral care ritual with the fortifying effects of a mouthwash - good for our teeth and gums. Mouthwash easily spreads inside our mouth, covering all nooks and crannies. Opting for a mouthwash with an anti-plaque action and fluoride to fortify our teeth. Looking out for mouthwashes with soothing natural ingredients for our gums. Finally, favouring a formulation that is gentle and alcohol-free that will not disrupt our natural mouth flora and making sure to rinse at least one a day after brushing.

These rituals can be practised as part of our self-care. GUM wide range of solutions, developed with oral care experts, addresses all kinds of different oral care needs. Discover our products and choose the ones that are right to create personalised oral care rituals.



ADVANCED GUM CARE

Gum diseases are inflammatory diseases of the gums, resulting from an accumulation of bacterial dental plaque that accumulates and mineralizes, turning, on the long-term, into tartar, attacking teeth, interdental spaces and gums.

There are 2 types of gum disease. When it is limited to gums only, 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).

Prevention begins at home through maintenance of basic oral hygiene, such as toothbrushing, mouthrinsing and flossing. Advanced Gum Care product range was specially developed for people concerned by gum 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.

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

GUM PAROEX - Dual Action Antiplaque System

The combination of Chlorhexidine Digluconate (CHX), 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



Maintenance: 0.06% CHX + 0.05% CPC Toothpaste and Mouthwash

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
- Alcohol-free formula with pleasant taste
- Contain Vitamin E, an effective antioxidant that helps neutralize the free radicals that attack gum tissue cells
- The toothpastes contain Aloe Vera, to help nourish and soothe irritated mouth tissues, and Pro-vitamin B5, a tonic agent, to help revitalize oral mucosa
- GUM PAROEX 0.06% toothpaste helps prevent cavities and remineralise enamel with Fluoride (1'450 ppm)

Intensive Action: 0.12% CHX + 0.05% CPC Toothpaste and Mouthwash

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

NO: 1702	GUM PAROEX Mouthwash 0.06%	500 ml
NO: 1750	GUM PAROEX Toothpaste 0.06%	75 ml
NO: 1784	GUM PAROEX Mouthwash 0.12%	300 ml
NO: 1782	GUM PAROEX Mouthwash 0.12% with pump	5 l
NO: 1790	GUM PAROEX Toothpaste 0.12%	75 ml

Advanced Gum Care



Triangular bristles



innovative triangular filaments



CHX- or silver-zinc ions-coated bristles



Non slip ridges for a better grip

Non-slip flexible handle for maximum comfort



10 sizes available from 0.6 to 2.6mm

10 sizes to fit all types of interdental spaces



Cleans up to 40% more tooth surface vs. toothbrushing alone



GUM TRAV-LER

- Reusable interdental brush that can be used anywhere and anytime thanks to its practical compact format
- Proven efficacy: removes up to 25% more plaque thanks to its innovative triangular filament (compared to regular nylon filaments)
- Gently and effectively removes food and plaque between teeth, where a toothbrush can't
- Greater comfort and protection of the gums thanks to the rounded tip and coated wire
- Ergonomic, non-slip handle for maximum comfort and control, with a bendable neck to easily reach back teeth
- Bristles are coated with Chlorhexidine (for ISO 0 to ISO 6) and silver-zinc ions (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



Triangular
bristles

**innovative triangular
filaments**



**Bends at 90° to reach
back teeth**



**CHX-coated
bristles**



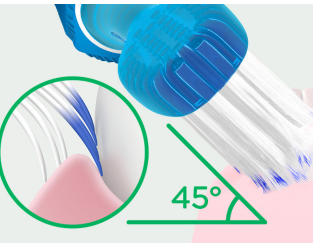
**5 sizes to fit all types of
interdental spaces**



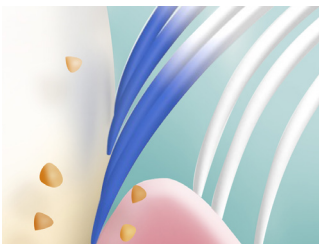
GUM BI-DIRECTION

- Reusable and versatile interdental brush designed to easily and comfortably reach all areas of the mouth: straight position for the front teeth and 90° for the 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)
- Cleans up to 40% more tooth surface vs. toothbrushing alone
- Bristles are coated with Chlorhexidine
- Greater comfort and protection of the gums thanks to the rounded tip and coated wire
- Includes a cap for a hygienic protection of the brush
- Available in 5 sizes to fit various interdental spaces

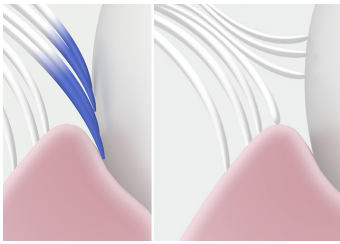
NO: 2014	● GUM BI-DIRECTION (Cylindrical)	0.6 mm/ISO size 0	6/36 pcs
NO: 2114	● GUM BI-DIRECTION (Cylindrical)	0.7 mm/ISO size 1	6/36 pcs
NO: 2314	● GUM BI-DIRECTION (Tapered)	0.9 mm/ISO size 2	6/36 pcs
NO: 2614	● GUM BI-DIRECTION (Tapered)	1.2 mm/ISO size 3	6/36 pcs
NO: 2714	● GUM BI-DIRECTION (Tapered)	1.4 mm/ISO size 4	6/36 pcs




Intuitive grip at 45° degrees



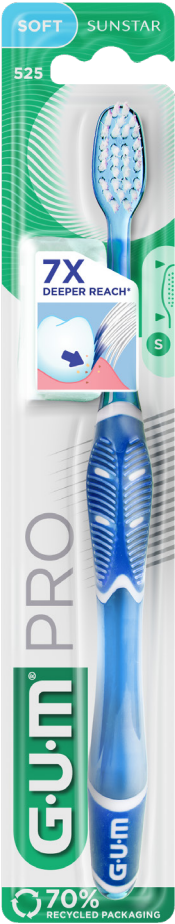
Thin-tipped bristles



Reaches deeper under the gum line



Reaches deeper in-between teeth



GUM PRO Toothbrush

- Deep cleaning of teeth and gums for superior everyday care¹
- Ultra-thin tip bristles reach 7 times deeper under the gumline* and expertly make their way around the teeth
- A configuration of bi-level bristles designed to expertly make their way below the gumline and around your teeth.
- Ergonomic anti-slip grip handle, naturally positioning the hand at 45° degrees for optimal brushing results
- Exist in soft and medium bristles, in compact and regular head sizes
- Protective cap for optimal hygiene while on-the-go
- Available in 4 colors

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



GUM TWISTED FLOSS

- Deeper plaque removal (vs a single strand floss)
- Unique refreshing green mint tea flavor makes flossing a feel good moment and helps to establish good habits
- Two twisted strings offer 30% more floss surface
- Waxed for easy glide
- Fresh flavor of mint and green tea



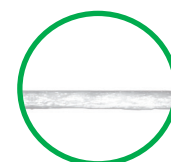
GUM ACCESS FLOSS

- 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

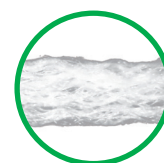


GUM BUTLERWEAVE® FLOSS

- Patented “woven” design: spreads out on tooth surface to clean and remove plaque effectively
- Wide, flat profile: glides between tight contacts
- Container with rewindable wheel to prevent wasting floss
- Exist in mint and non mint versions



Pre-expand



Post-expand

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: 3500	GUM Twisted floss - Waxed, Minty Green Tea	30m
NO: 1155	GUM Butlerweave - Waxed	55 m
NO: 1855	GUM Butlerweave - Waxed, Mint	55 m
NO: 3200	GUM Access Floss - Unwaxed	50 pcs
NO: 2030	GUM Expanding Floss - Waxed	30 m



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.

Tips for a complete oral hygiene:

- 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.
- **Brushing the teeth** for 2-3 minutes after each meal, or at least twice a day, is recommended 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.
- In addition, the use of **a mouthwash with an anti-plaque action**, after each brushing, allows to reach the inaccessible for the toothbrush locations, and to extend the anti-plaque effect.

Q₁₀



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

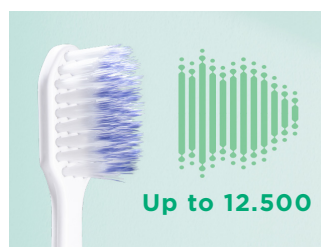
GUM ActiVital Mouthwash

- 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 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

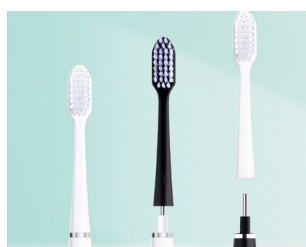
NO: 6050
NO: 6060
NO: 6061

GUM ActiVital Toothpaste
GUM ActiVital Mouthwash
GUM ActiVital Mouthwash

75 ml
500 ml
300 ml



Sonic vibrations/min help to dislodge plaque



Replaceable heads



3 color rings included



Winner of 4 consumer awards*



GUM SONIC DAILY Battery Toothbrush and Refills

- Delivers an extra deep, gentle clean for the daily care of teeth and gums
- Soft, bi-level, single tapered bristles offer 50% more efficacy in cleaning between teeth and remove 47x more plaque under the gum line⁴
- Winner of 4 consumer awards in France, Italy, Poland and Spain
- Sleek, compact and cable-free
- Up to 3 months of use with provided 1 AAA battery^{**}
- Toothbrush available in 2 colors: white and black
- Toothbrush cap and 3 color rings to personalize the brush included
- Replaceable head for less plastic waste
- Compatible with refill heads of GUM SONIC SENSITIVE and GUM SONIC ORTHO

NO: 4100
NO: 4110

GUM SONIC DAILY Toothbrush
GUM SONIC DAILY Refill Heads (2 pcs)

Compact
Compact

Soft
Soft

[*] Consumer awards won in France (Les Victoires de la Beauté 2018-2019), Italy (Prodotto dell'anno 2019), Poland (Influencer's Top 2019) and Spain (Producto del Año 2020)

[**] based on a 2-min brushing session twice per day



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 (1'450 ppm) protects and fortifies teeth and allows an effective caries prevention and enamel remineralization.
- Gentle formulation without colorants, parabens, titanium dioxide, SLS, alcohol, silicon
- With Aloe Vera known for its soothing properties
- Protects and strengthens gums*
- Freshens breath with appealing & fresh mint flavor*
- Vegan certified

GUM BIO Mouthwash

- Certified COSMOS ORGANIC by ECOCERT and COSMEBIO: 99% of total ingredients are of natural origin and 12% are from organic farming
- Fluoride (250 ppm) protects and fortifies teeth and allows an effective caries prevention and enamel remineralization.
- Prevents plaque build-up and protects and strengthens gums when used in combination with GUM BIO toothpaste
- Gentle formulation without colorants, parabens, titanium dioxide, SLS, alcohol, silicon
- With Aloe Vera and chamomile known for their soothing properties
- Freshens breath with appealing & fresh mint flavor*
- Vegan certified

NO: 7020	GUM BIO Toothpaste	75 ml
NO: 7030	GUM BIO Mouthrinse	300ml
NO: 7031	GUM BIO Mouthrinse	500ml

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



Raised bristles tip

Dome-shaped bristles



Ergonomic handle with intuitive grip



GUM Technique+ Toothbrush

- For optimal everyday care of teeth and gums
- Dome-shaped bristles effectively clean between the teeth and under the gumline^{2,3}
- Raised tip for an easy back teeth access
- Ergonomic anti-slip grip handle, naturally positioning the hand at 45° degrees for optimal brushing results
- Protective cap to keep the brush clean when on-the-go
- Available in 4 colors (yellow, pink, green and blue)

NO: 490
NO: 491
NO: 492
NO: 493

GUM Technique+
GUM Technique+
GUM Technique+
GUM Technique+

Regular
Compact
Regular
Compact

Soft
Soft
Medium
Medium

It's a feel-good thing

NEW



Dome-Trim® bristles



Bio-based handle



NEW! GUM CLASSIC Toothbrush

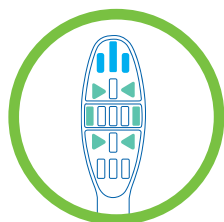
- For everyday care of teeth and gums, A unique combination of efficacy and sustainability (product and packaging)
- Dome-Trim® bristles effectively clean where gums and teeth meet, and plaque accumulates^{2,3}
- Bio-based handle material; ISCC certified 100% bio-based plastic (mass balance approach)
- Enhanced thumb pad with anti-slip grip for a controlled brushing
- Personalized choice: multiple toothbrush variants (2 head sizes: compact and regular and 3 bristles softnesses) and 4 handle colors
- Plastic-free packaging with cellulose transparent window. Recyclable packaging
- Designed and produced in Germany

NO: 408
NO: 409
NO: 410
NO: 411

GUM CLASSIC
GUM CLASSIC
GUM CLASSIC
GUM CLASSIC

Compact
Compact
Compact
Regular

Ultra-Soft
Soft
Medium
Soft



**2 types of bristles tufts:
rectangular and triangular**



2 head sizes

Ultra Compact Compact



GUM ActiVital Toothbrush

- Unique innovative design with rectangular and triangular bristles help remove plaque from hard-to-reach interdental spaces and along the gumline⁵
- Compact head for easy access to hard-to-reach areas
- Ergonomic and anti-slip handle
- Protective cap to keep the brush clean when on-the-go
- Personalized choice: different variants available (2 head sizes: compact and ultra-compact and 2 bristles softnesses) and 4 handle colors (orange, grey, red and blue)

NO: 581	GUM ActiVital	Compact	Soft
NO: 583	GUM ActiVital	Compact	Medium
NO: 585	GUM ActiVital	Ultra-Compact	Soft



GUM EASY-CLEAN Toothbrush

- Multi-level medium bristles for a thorough clean
- Raised-bristles tip to clean hard-to-reach back-teeth area
- Compact head for better maneuverability while brushing.
- With tongue cleaner for a fresh breath
- Easy-to-grip handle

NO: 135 GUM EASY-CLEAN Compact Medium



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
- Container with rewindable wheel to prevent wasting floss

GUM EASY FLOSS

- Shred-resistant monofilament floss
- Cleans between teeth and below gumline
- Made from a special material (PTFE) that helps it to slide easily between even the tightest spaces
- Soft and gentle on gums



GUM EASY-FLOSSERS

- New design with -20% of plastic!
- Remove food residue and plaque between teeth in no time
- Ergonomic handle
- 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: 1555
NO: 890
NO: 2000

GUM Fine Floss - Waxed
GUM Easy Flossers
GUM Easy Floss - Unwaxed

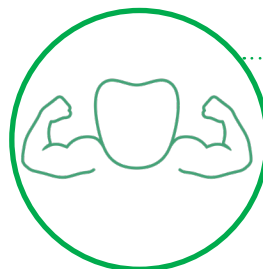
55 m
30/90 pcs
30 m

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)



GUM SOFT-PICKS Original

The gentle rubber interdental cleaner that is with you wherever you are or go

- Gentle interdental cleaner with soft rubber bristles and a small and unintrusive shape. Easy to bring with you wherever you go
- Ideal after every meal - leaves you feeling confident and clean when you are with others
- So gentle, it massages your gums
- Packaging made from 80% recycled paperboard and PET
- Travel case included (with 40 and 50 pcs)

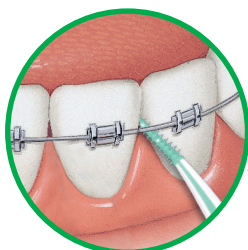


NO 632	SOFT-PICKS Original Medium	50/100 pcs
NO 634	SOFT-PICKS Original Large	50 pcs
NO 636	SOFT-PICKS Original X-Large	40 pcs



Daily interdental care

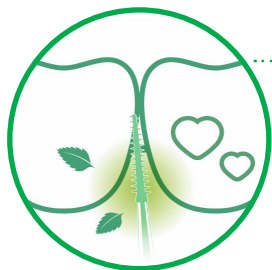
Implants, bridges or crowns



Orthodontic appliances



YOUR PARTNER FOR COMPLETE SELF-CARE: HELPS YOU CLEAN WHERE YOUR TOOTHBRUSH ALONE CANNOT, BETWEEN TEETH AND BELOW THE GUM LINE WHERE PLAQUE AND FOOD TEND TO ACCUMULATE.



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 PRO

New generation interdental tool inspired by an interdental brush:

- Ultra soft and exceptionally easy to use
- +50% superior cleaning*: it's head has been redesigned, now with 152 gentle bristles for superior cleaning.
- Ergonomic handle for easy access of back teeth
- Easy to insert and slide between teeth
- Available in 3 sizes: S, M, L
- Travel case included (with 12 and 30 pcs)



NO 689	SOFT-PICKS PRO Small	30/60 pcs
NO 690	SOFT-PICKS PRO Medium	12/30/60 pcs
NO 691	SOFT-PICKS PRO Large	30/60 pcs

*Compared to GUM SOFT-PICKS ADVANCED

GUM SOFT-PICKS MINTY

The flavor-packed rubber pick that delights you with a burst of cool mint, before brushing or on-the-go

- Soft and flexible rubber bristles with pleasant scent of fresh mint that glide comfortably between teeth to remove plaque and food debris
- Comfort & control: Wider bendable handle for an easy grip and maneuverability in all areas of the mouth.
- Ideal after every meal, leaves you feeling confident, fresh and clean
- So gentle, it massages your gums. No latex, no wood, no metal
- Includes practical travel case (with 40 pcs)



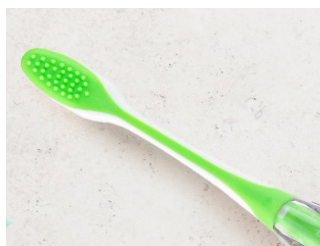
NO 669	SOFT-PICKS MINTY Small	40 pcs
NO 670	SOFT-PICKS MINTY Medium	40/80 pcs
NO 671	SOFT-PICKS MINTY Large	40 pcs



ORAL CARE ON-THE-GO



Folds into a convenient travel size



Integrated tongue cleaner



Convenient pouch included



Perfect for on-the-go usage



GUM TRAVEL Toothbrush

- Foldable toothbrush designed to keep mouth clean and fresh while on-the-go
- Regular size toothbrush easily folds into a compact, convenient for travel size
- Soft bristles for gentle cleaning
- With tongue cleaner on the toothbrush head that helps provide fresh breath
- Ventilation holes in the handle
- Available in 4 colors (red, purple, blue and green)

GUM TRAVEL KIT

- Convenient kit designed to keep your mouth fresh and clean while on-the-go. Contains the following products:
- GUM TRAVEL manual toothbrush
- GUM ORIGINAL White Floss
- GUM ORIGINAL White travel size toothpaste
- GUM SOFT-PICKS ORIGINAL rubber interdental picks



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 Toothpaste

Restores natural whiteness of teeth, gentle on gums

- Physical action: gently removes surface stains without damaging enamel thanks to the high cleaning silica
- Chemical action: Dissolves stains and prevents stain adhesion thanks to the unique StainClear agent
- Micro-bubble foam created while brushing allows high amount of Stain Clear agent in contact with tooth surface which improves stain removal
- Combination of Fluoride (1'490 ppm) and Isomalt provides enhanced remineralisation of tooth enamel
- Vitamin-E and Pro-vitamin B5 help to nourish and revitalize gum tissues



GUM Original White Toothbrush

- For naturally white teeth, every day
- Soft bristles with square geometry gently and effectively remove stains
- Elegant design. Handle with thumb pad for good grip
- Protective cap for optimal hygiene while on-the-go
- Available in 4 colors (white, pink, light blue and dark blue)
- Packaging made from 80% recycled paperboard and PET



GUM Original White Floss

- Designed to remove stains in-between teeth
- Removes stains between teeth, significantly more than other whitening flosses⁶
- Provides effective interdental and below-the-gumline plaque control
- With micronized silica and Fluoride

NO: 1745	GUM Original White Toothpaste
NO: 561	GUM Original White Toothbrush
NO: 563	GUM Original White Toothbrush
NO: 2040	GUM Original White Floss - Waxed

75 ml
Soft
Medium
30m



SENSITIVE TEETH

Approximately 1/3 of the world population suffers from sensitive teeth. If it is your case, there are several lines of actions.

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 products for Sensitive teeth 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 and providing an extra gentle care to your sensitive teeth, oral tissue & oral flora.

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)
- Protects against plaque with the anti-plaque system (CPC)
- Takes cares 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 mouthwash report experiencing quick alleviation from tooth sensitivity, with a long term effect

NO: 6070

GUM SensiVital+ Toothpaste

75 ml



GUM SensiVital+ Mouthwash

- 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 mouthwash report experiencing quick alleviation from tooth sensitivity, with a long term effect



NO: 6081

GUM SensiVital+ Mouthwash

300 ml

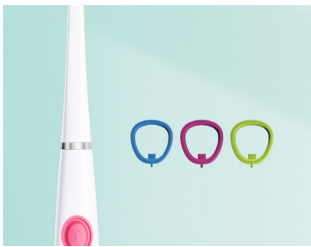
Sensitive Teeth



Proven to remove plaque 88% deeper



Interchangeable heads



Color rings included



Light and portable

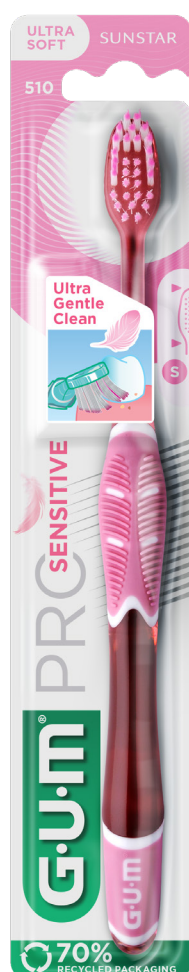


GUM SONIC SENSITIVE Battery Toothbrush and Refills

- Delivers an ultra-gentle and extra deep clean for sensitive teeth and gums
- Ultra soft, bi-level bristles that thin out at both ends proven to remove plaque 88% deeper in hard-to-reach areas*
- Sleek, compact and cable-free - perfect for on-the-go usage
- Up to 3 months of use with provided 1 AAA battery**
- Toothbrush cap and 3 color rings to personalize the brush included
- Replaceable head for less plastic waste
- Compatible with refill heads of GUM SONIC DAILY and GUM SONIC ORTHO

NO: 4101	GUM SONIC SENSITIVE Battery Toothbrush	Compact	Ultra-soft
NO: 4111	GUM SONIC SENSITIVE Refill Heads (2 pcs)	Compact	Ultra-soft

[*] vs a sensitive manual flat trim toothbrush
[**] based on a 2-min brushing session twice per day



GUM PRO SENSITIVE Toothbrush

- Ultra-gentle and deep cleaning for superior* everyday care of sensitive teeth and gums
- Ultra-thin tip bi-level bristles reach 40% deeper* under the gumline
- Ultra-soft bristles and compact head for an easy access to all areas of the mouth
- Ergonomic anti-slip grip handle, naturally positioning the hand at 45° degrees for optimal brushing results
- Protective cap for optimal hygiene while on-the-go
- Available in 4 colors

NO: 510

GUM PRO SENSITIVE Manual Toothbrush

Compact

Ultra-soft

*vs. an ordinary sensitive manual toothbrush



ORTHO CARE

Teenagers and adults undergoing orthodontic treatment are at higher risk of such oral problems, as an increased plaque build-up, white spot lesions, gingivitis and mouth ulcers. 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.

Our GUM ORTHO line is designed to keep mouth clean and healthy while you are wearing a brace, retainer, or other orthodontic appliance. The range includes specially adapted brushing and flossing solutions, as well as protective wax to prevent irritations from uncomfortable brackets and wires.



GUM ORTHO Toothpaste

- Soothes gums and remineralizes enamel
- Specifically formulated for enhanced prevention of tooth decay and gum protection
- Contains Sodium Fluoride + Isomalt for strong enamel remineralization, which is crucial for prevention of white spot lesions
- Reduces plaque buildup thanks to Cetylpyridinium Chloride
- With aloe vera, ginger extract and Vitamin E
- Spearmint flavour for a fresh taste
- Contains 0.33% Sodium Fluoride (1490 ppm fluoride ion)

NO: 3080

GUM ORTHO Toothpaste

75 ml



GUM ORTHO Mouthwash

- Soothes gums and remineralizes enamel
- Higher Fluoride content (400 ppm) than regular mouthwash for superior remineralization action
- Antiplaque action thanks to the 0.05% Cetylpyridinium Chloride
- With aloe vera, ginger extract and Vitamin E
- Gentle spearmint flavor for pleasant fresh taste
- Gentle formula without alcohol that can dry the oral mucosa



NO: 3090

GUM ORTHO Mouthwash

300 ml



V-trim cut

GUM ORTHO Wax

- Protects against lesions and relieves irritation 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

NO: 723
NO: 724

GUM ORTHO Wax – Unflavoured
GUM ORTHO Wax – Mint Flavoured



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
- Container with rewindable wheel to prevent wasting floss



GUM ORTHO Toothbrush

- Designed to clean around orthodontic appliances and difficult-to-reach areas.
- Featuring a compact head for better manoeuvrability
- Soft bristles for gentle cleaning
- Ergonomic handle with anti-slip grip for comfort and control while brushing
- Protective cap for optimal hygiene while on the go
- Available in 4 colors (purple, blue, red and green)

New packaging expected in July 2025

NO: 3220

GUM ORTHO Floss

50 pcs

NO: 124

GUM ORTHO

Compact

Soft

NEW



V-trim cut

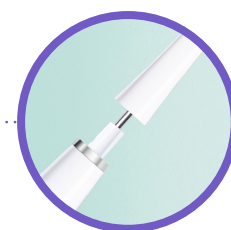


GUM TRAVEL ORTHO Toothbrush

- Designed to keep your orthodontic appliances and mouth clean and fresh while on-the-go
- Regular size toothbrush easily folds into a compact travel size
- Soft bristles in V-shape to fit over the wire and brackets
- With tongue cleaner for a fresh breath
- Available in 4 colors (purple, red, green and blue)



U-trim cut



Replaceable head

GUM SONIC ORTHO Battery Toothbrush and Refills

- Specially designed for orthodontic appliances wearers
- 45% superior cleaning* thanks to gentle sonic vibrations and a unique head design
- Ultra-thin tipped, longer bristles effectively clean in hard-to-reach spaces. Rounded shorter bristles allow an effective clean on teeth surfaces and around brackets
- Sleek, compact and cable-free - perfect for on-the-go usage
- Up to 3 months of use with provided 1 AAA battery**
- Toothbrush cap included
- Replaceable head for less plastic waste
- Compatible with GUM SONIC DAILY and GUM SONIC SENSITIVE

NO: 125

GUM TRAVEL ORTHO

Compact

Soft

NO: 4102

GUM SONIC ORTHO

Compact

Soft

NO: 4112

GUM SONIC ORTHO Refill Heads

Compact

Soft

*tested in-vitro vs. a manual ortho toothbrush

** with provided battery for 2 min brushing session twice per day



CHILDREN ORAL 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 (3+)

- Tailored to the specific requirements of milk teeth
- The combination of Fluoride and Isomalt provides twice the remineralisation of Fluoride alone
- Reduced Fluoride concentration (1000 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
- **98% of ingredients of natural origin**
- Strawberry flavor
- Gel texture



NO: 3000

GUM KIDS Toothpaste (3+)

50ml

GUM JUNIOR Toothpaste (6+)

- 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
- **98% of ingredients of natural origin**
- Strawberry flavor
- Gel texture



NO: 3004

GUM JUNIOR Toothpaste (6+)

50 ml



**Extra small head
and soft bristles**



**Longer handle for
parents hands**



**Soft bristles for gentle
cleaning**



**Toothpaste amount
indicator**



GUM BABY Toothbrush (0-2)

- Helps build good oral care habits early
- Extra small head that fits easily into a baby's mouth
- Soft bristles for gentle cleaning
- Longer handle helps parents to keep a firm hold of the brush
- Available in 4 colors (yellow, blue, green and pink)

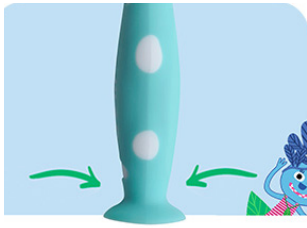
GUM KIDS Toothbrush (2-6)

- Age-adapted toothbrush head, covered with soft rubber to protect gums while brushing
- Soft dome-shaped bristles for gentle and efficient cleaning of their milk teeth
- Non-slip handle in just the right size for little hands
- Protective cap for optimal hygiene while on-the-go
- Central colored bristles show the correct amount of toothpaste to apply
- Free-standing design: a handy suction cup on the bottom of the handle make the brush stand upright to keep bristles clean
- Available in 4 colors (blue, pink, purple and green)

NO: 213 GUM BABY Toothbrush (0-2)

NO: 901

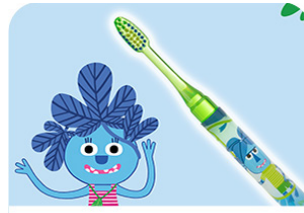
GUM KIDS Toothbrush (2+)



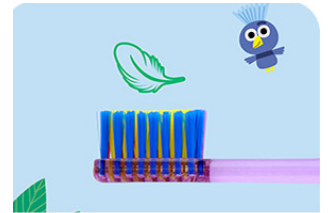
Free-standing design



Non-slip handle



Light timer



Soft dome-shaped bristles



GUM JUNIOR Toothbrush (6+)

- Age-adapted toothbrush head, covered with soft rubber to protect gums while brushing
- Soft dome-shaped bristles for gentle and efficient cleaning of their permanent teeth
- Easy-to-grip handle in just the right size for older children
- Free-standing design: a handy suction cup on the bottom of the handle make the brush stand upright to keep bristles clean
- Protective cap for optimal hygiene while on-the-go
- Available in 4 colours (yellow, pink, blue and green)

GUM LIGHT-UP Toothbrush (6+)

- Light timer flashes for 1 minute - children can simply brush their top teeth until the light stops flashing, then repeat for the bottom teeth
- Soft dome-shaped bristles for gentle and efficient cleaning of child's teeth
- Easy-to-grip handle, perfect for a child's hands
- Free-standing design: a handy suction cup on the bottom of the handle make the brush stand upright to keep bristles clean
- Available in 4 colours (purple, pink, green and blue)



GUM JUNIOR Mouthwash (6+)

- 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 thanks to CPC
- Gentle formula with natural chamomile flower extract and without alcohol
- **93% of ingredients of natural origin**
- Strawberry flavor

NO: 3022 GUM JUNIOR Mouthwash (6+) 300 ml



GUM RED-COTE Tablets (7+)

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

NO: 824 GUM RED-COTE Tablets (7+)



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 some commonly used drugs can reduce saliva flow, causing dry mouth which can be uncomfortable, annoying and harmful to the oral health.

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.



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 up to 3 times per day or after every meal

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



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 10 times per day



NO: 6020
NO: 6000
NO: 6010

GUM HYDRAL Toothpaste
GUM HYDRAL Gel
GUM HYDRAL Spray

75 ml
50 ml
50 ml



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

- Provides an effective relief from the first application
- Offers a long-lasting and immediate pain relief
- Promotes fast healing
- Non-irritating and will not sting, burn, numb or dry mouth



GUM AftaClear Spray

- Ideal for specific site application and for the acute treatment and pain relief of canker sores, orthodontic abrasions, denture irritations, minor burns or other small lesions of the 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 (from 2 years old or 10+ kg, under adult supervision)

GUM AftaClear Gel

- Ideal for the acute treatment and pain relief of canker sores, orthodontic abrasions, denture irritations, minor burns or other small lesions of the 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 (from 2 years old or 10+ kg, under adult supervision)



GUM AftaClear Mouthwash

- Ideal for prevention of progression and pain relief of canker sores or other lesions of the 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 (from 6 years old, under adult supervision)

NO: 2420
NO: 2400
NO: 2410

GUM AftaClear Spray
GUM AftaClear Gel
GUM AftaClear Mouthwash

15 ml
10 ml
120 ml



SPECIAL ORAL CARE SOLUTIONS



Dual head-design



Non-slip handle

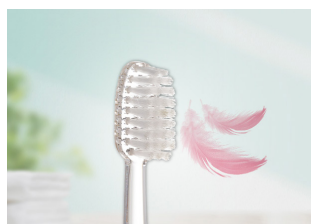


GUM Denture Brush

- Designed for the daily care of removable dentures
- Dual-head design: large brush head for an effective clean of denture surfaces, and a small conical head for hard-to-reach areas
- Non-slip handle for comfort and control during usage
- Available in 2 colours



Non-slip grip



Extra-soft bristles



Non-slip grip



Small conical head



GUM Post-Operation Toothbrush

- Designed for extra gentle brushing after dental procedures like surgery, extractions, implants, and grafts
- Extra-soft bristles for a delicate clean
- Non-slip handle for a confident grip
- Available in 4 colours (blue, orange, pink and red)

GUM End-Tuft Toothbrush

- Small conical head reaches challenging spots for a thorough clean
- Ideal for implants, orthodontics and behind back teeth cleaning
- Soft bristles for a gentle clean
- Non-slip handle for a confident grip
- Available in 4 colours (red, blue, green and purple)



2-in-1 tool



Non-slip handle



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



The «scraper» side carefully removes the remaining bacteria

GUM Tongue Cleaner

- 2-IN-1 (brush and scraper) tool for a cleaner tongue
- Removes plaque and bacteria that cause bad breath
- Non-slip handle for a confident grip and comfort during usage
- Use after brushing for a cleaner mouth and fresh breath
- Available in 2 colors



1. Yankell, S., Barnes, C., Shi X., Cwik, J. (2011). Laboratory efficacy of three compact toothbrushes to reduce artificial plaque in hard to reach areas. *American Journal of Dentistry*, 24(4),195-199.
2. Microbiological and Clinical Alterations from using Butler GUM toothbrushes. Reynolds, H. S., & , J. J. Zambon. *J Dent Res*, Vol. 76, pp. 1753-1753 (IADR Abstracts) 1997.
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TOOTHBRUSHES





Everyday Care

	GUM SONIC DAILY	GUM SONIC SENSITIVE	GUM SONIC ORTHO	GUM PRO	GUM PRO SENSITIVE	GUM Technique +	GUM Original White	GUM CLASSIC	GUM ActiVital
Picture									
Toothbrush type	Battery	Battery	Battery	Manual	Manual	Manual	Manual	Manual	Manual
Head Sizes	Compact	Compact	Compact	Compact and Regular	Compact	Compact and Regular	Compact	Compact, Regular	Compact and Ultra-Compact
Bristles Type	Tapered	Tapered	Tapered & end-rounded	Tapered	Tapered	End-rounded	Squared	End-rounded	End-rounded
Bristles Softness	Soft	Ultra-Soft	Soft	Soft and Medium	Ultra-Soft	Soft and Medium	Soft and Medium	Ultra-Soft, Soft, Medium	Soft and Medium
Trim type	Bi-level	Bi-level	U-trim	Bi-level	Bi-level	Dome	Multi-level	Dome	Multi-level
Quad-Grip	No	No	No	Yes	Yes	Yes	No	No	No
Protective Cap	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes






Travel Care

	GUM Travel	GUM Travel ORTHO
Picture		
Toothbrush type	Manual	Manual
Head Sizes	Compact	Compact
Bristles Types	End-rounded	End-rounded
Bristles Softness	Soft	Soft
Trim type	Multi-level	V-trim
Tongue Cleaner	Yes	Yes

Children Care




	GUM BABY	GUM KIDS	GUM JUNIOR	GUM LIGHT-UP
Picture				
Toothbrush type	Manual	Manual	Manual	Manual
Head Sizes	Extra-Small	Small	Small	Small
Bristles Type	End-rounded	End-rounded	End-rounded	End-rounded
Bristles Softness	Soft	Soft	Soft	Soft
Suction Cap	No	Yes	Yes	Yes
Protective Cap	No	Yes	Yes	No

Special Care



	GUM ORTHO	GUM Post-Operation	GUM End-Tuft	GUM Tongue Cleaner	GUM Denture Brush
Picture					
Toothbrush type	Manual	Manual	Manual	Manual	Manual
Head Sizes	Compact	Compact	N/A	N/A	N/A
Bristles Types	End-rounded	End-rounded	End-rounded	N/A	End-rounded
Bristles Softness	Soft	Extra-Soft	Soft	N/A	N/A
Trim type	V-trim	Flat	N/A	N/A	N/A
Protective Cap	Yes	No	No	No	No

INTERDENTALS











Interdental picks

	GUM SOFT-PICKS ORIGINAL	GUM SOFT-PICKS MINTY	GUM SOFT-PICKS PRO
Picture			
Tip material	Soft rubber bristles (TPE)		
Handle material	Polypropylène (PP)		
Handle properties	Straight	Straight with flexible neck for extra comfort & control	Ergonomic curved shape for easy reach of back teeth
Flavor	No	Delightful & refreshing Cool Mint	No
Head sizes	M (ISO 2-4) L (ISO 3-5) XL (ISO 4-6)	S (ISO 1-4) M (ISO 2-4) L (ISO 3-5)	S (ISO 1-4), M (ISO 2-4), L (ISO 3-5)
Travel case	Included in 50cts	Included in 40cts	Included in 12, 30 & 60 cts

Interdental brushes

	GUM Trav-Ler	GUM Bi-Direction
Picture		
Passage Hole Diameter Size	ISO 0 / 0.6 mm ISO 1 / 0.8 mm ISO 2 / 0.9 mm ISO 3 / 1.1 mm ISO 3 / 1.2 mm ISO 4 / 1.3 mm ISO 4 / 1.4 mm ISO 5 / 1.6 mm ISO 6 / 2.0 mm ISO 7 / 2.6mm	ISO 0 / 0.6mm ISO 1 / 0.7mm ISO 2 / 0.9mm ISO 3 / 1.2mm ISO 4 / 1.4mm
Bristles	Triangular shape (up to +25% plaque removal vs standard bristles)	
Wire properties	End rounded tip coated with nylon to protect gums	
Bristles protection	Chlorhexidine, except TRAV-LER ISO 7: silver-zinc ion	
Protective hygienic cap	Yes	Yes
Handle properties	Straight & bendable	Bi-directional (2 positions: straight & 90°)

FLOSSES



	Daily clean					Deep clean			Speciality	
	GUM ButlerWeave®	GUM ButlerWeave® Mint	GUM Fine Floss	GUM Original White	GUM Easy-Flossers	GUM Easy Floss	GUM Expanding Floss	GUM Twisted Floss	GUM Access Floss	GUM Ortho Floss
Picture										
Floss properties	Flat string	Flat string	Very thin floss string	Whitening floss	Floss with handle	Glossy, tape like monofilament	Expanding floss	2 twisted flosses	Puffy floss with leader section	
Material	Nylon				UHMWPE	PTFE	Nylon	UHMWPE	Nylon	Nylon
Length	55m	55m	55m	30m	30, 50 and 90cts	30m	30m	30m	50 strands	50 strands
Waxed for easy glide	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No	No
Special flavor	No	Mint	No	No	Mint	No	No	Minty green tea	No	No
Container	Yes including a rewindable wheel to prevent wasting floss			Yes	No	Yes	Yes	Yes	Yes including a rewindable wheel to prevent wasting floss	
Additional coating	No	No	No	Fluoride	Fluoride & Vitamin E	No	No	No	No	No

CHEMICALS

Toothpastes

	PAROEX 0.12%	PAROEX 0.06%	ActiVital	Original White	SensiVital+	ORTHO	KIDS	JUNIOR	HYDRAL	BIO
Picture										
Indication	Advanced Gum Care	Advanced Gum Care	Daily Care	Anti-Stain	Sensitive Teeth	Orthodontic Care	Children Oral Care	Children Oral Care	Dry Mouth	Organic Daily Care
Key benefits	Professional plaque control for optimal gum health - Intensive action	Professional plaque control for optimal gum health - Maintenance	Healthy gums and teeth everyday	For naturally white teeth	Quickly alleviates tooth sensitivity	Enhanced cavity prevention and gum protection	Helps prevent cavities and strengthens enamel	Helps prevent cavities and strengthens enamel	Immediate and long-lasting dry mouth relief	COSMOS organic certified toothpaste
Fluoride qty	N/A	1450 ppm	1450 ppm	1490 ppm	1450 ppm	1490 ppm	1000 ppm	1450 ppm	1450 ppm	1450 ppm
Flavour	Menthol + eucalyptus + aniseed	Menthol + eucalyptus + aniseed	Fresh peppermint	Aniseed, Peppermint, Spearmint, Eucalyptus	Fresh peppermint	Spearmint	Strawberry	Strawberry	Spearmint & herbs	Fresh Mint
Age	Adults	Adults	Adults and children 7+	Adults and children 7+	Adults and children 7+	Adults and children 7+	3+	7+	Adults and children 7+ (under adult supervision)	Adults and children 7+
Volume	75 ml	75 ml	75 ml	75 ml	75 ml	75 ml	50 ml	50 ml	75 ml	75 ml



Sprays

	AftaClear	HYDRAL
Picture		
Indication	Mouth Ulcers	Dry Mouth
Key benefits	Long-lasting and immediate pain relief Fast healing Ideal on-the-go	Immediate and long-lasting dry mouth relief Ideal on-the-go
Flavour	Apple-Pear	Spearmint & herbs
Volume	10 ml	50 ml

Mouthwashes

	PAROEX 0,12%	PAROEX 0,06%	ActiVital	SensiVital+	ORTHO	JUNIOR	AftaClear	BIO
Picture								
Indication	Advanced Gum Care	Advanced Gum Care	Daily Care	Sensitive Teeth	Orthodontic Care	Children Oral Care	Dry Mouth	Organic Daily Care
Key benefits	Professional plaque control for optimal gum health - Intensive action	Professional plaque control for optimal gum health - Maintenance	Healthy gums and teeth everyday	Long-lasting alleviation of tooth sensitivity	Soothes gums and remineralizes enamel	Cavities prevention	Long-lasting and immediate pain relief Fast healing	COSMOS organic certified mouthwash
Fluoride qty	N/A	N/A	248 ppm	250 ppm	400 ppm	226 ppm	N/A	250 ppm
Flavour	Fresh peppermint	Fresh peppermint	Fresh peppermint	Fresh peppermint	Spearmint	Strawberry	Apple-Pear	Fresh Mint
Age	Adults	Adults	Adults and children 10+	Adults and children 6+ (unless recommended by dentist)	Adults and children 7+	6+	Adults and children 6+ (under adult supervision)	Adults and children 7+
Volume	500/300 ml	500/300 ml	500/300 ml	500/300 ml	500/300 ml	300 ml	120 ml	500/300 ml

Gels

	AftaClear	HYDRAL
Picture		
Indication	Mouth Ulcers	Dry Mouth
Key benefits	Long-lasting and immediate pain relief Fast healing Easy to apply	Immediate and long-lasting dry mouth relief Easy to apply
Flavour	Apple-Pear	Spearmint & herbs
Volume	10 ml	50 ml

SunstarGUM.com

Sunstar Europe SA
Route de Pallatex 11
1163 Etoy/VD
Switzerland
Tel +41 21 821 05 00



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