



**PROUD  
TO CARE**  
For mouth & body

**2023**



SUNSTAR



# 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.

|                                    |            |
|------------------------------------|------------|
| <b>Introduction</b>                | <b>4-7</b> |
| SUNSTAR story and long-term vision | 4-5        |
| GUM brand philosophy               | 6-7        |

|                                      |            |
|--------------------------------------|------------|
| <b>Advanced Gum Care</b>             | <b>8-9</b> |
| GUM PAROEX® Intensive Action Range   | 10         |
| GUM PAROEX® Maintenance Range        | 11         |
| GUM Trav-Ler® Interdental Brushes    | 12         |
| GUM Bi-Direction Interdental Brushes | 13         |

|                   |                    |    |
|-------------------|--------------------|----|
| <b>NEW COLORS</b> | GUM PRO Toothbrush | 14 |
|-------------------|--------------------|----|

|            |                   |    |
|------------|-------------------|----|
| <b>NEW</b> | GUM Twisted Floss | 15 |
|------------|-------------------|----|

|                        |    |
|------------------------|----|
| GUM Butlerweave® Floss | 16 |
|------------------------|----|

|                      |                  |    |
|----------------------|------------------|----|
| <b>NEW CONTAINER</b> | GUM Access Floss | 17 |
|----------------------|------------------|----|

|                     |    |
|---------------------|----|
| GUM Expanding Floss | 17 |
|---------------------|----|

|                   |              |
|-------------------|--------------|
| <b>Daily Care</b> | <b>18-19</b> |
|-------------------|--------------|

|                           |    |
|---------------------------|----|
| GUM ActiVital® Toothpaste | 20 |
|---------------------------|----|

|                           |    |
|---------------------------|----|
| GUM ActiVital® Mouthrinse | 21 |
|---------------------------|----|

|                                    |    |
|------------------------------------|----|
| GUM SONIC DAILY Battery Toothbrush | 22 |
|------------------------------------|----|

|                    |    |
|--------------------|----|
| GUM BIO Toothpaste | 23 |
|--------------------|----|

|                   |                            |    |
|-------------------|----------------------------|----|
| <b>NEW COLORS</b> | GUM Technique*+ Toothbrush | 24 |
|-------------------|----------------------------|----|

|                        |    |
|------------------------|----|
| GUM CLASSIC Toothbrush | 25 |
|------------------------|----|

|                           |    |
|---------------------------|----|
| GUM ActiVital® Toothbrush | 26 |
|---------------------------|----|

|                      |                |    |
|----------------------|----------------|----|
| <b>NEW CONTAINER</b> | GUM Fine Floss | 27 |
|----------------------|----------------|----|

|                |    |
|----------------|----|
| GUM Easy Floss | 27 |
|----------------|----|

|                   |    |
|-------------------|----|
| GUM Easy-Flossers | 27 |
|-------------------|----|

|                          |       |
|--------------------------|-------|
| GUM Soft-Picks® Original | 28-29 |
|--------------------------|-------|

|  |       |
|--|-------|
| GUM Soft-Picks® Comfort Flex Cool Mint | 28-29 |
|--|-------|

|                          |       |
|--------------------------|-------|
| GUM Soft-Picks® Advanced | 28-29 |
|--------------------------|-------|

|                            |           |
|----------------------------|-----------|
| <b>Oral Care On-The-Go</b> | <b>30</b> |
|----------------------------|-----------|

|                       |    |
|-----------------------|----|
| GUM Travel Toothbrush | 31 |
|-----------------------|----|

|                             |    |
|-----------------------------|----|
| GUM Ortho Travel Toothbrush | 31 |
|-----------------------------|----|

|                |    |
|----------------|----|
| GUM Travel Kit | 31 |
|----------------|----|

|                   |           |
|-------------------|-----------|
| <b>Anti-Stain</b> | <b>32</b> |
|-------------------|-----------|

|                               |    |
|-------------------------------|----|
| GUM Original White Toothpaste | 33 |
|-------------------------------|----|

|                          |    |
|--------------------------|----|
| GUM Original White Floss | 34 |
|--------------------------|----|

|                               |    |
|-------------------------------|----|
| GUM Original White Toothbrush | 35 |
|-------------------------------|----|

|                        |              |
|------------------------|--------------|
| <b>Sensitive Teeth</b> | <b>36-37</b> |
|------------------------|--------------|

|                             |    |
|-----------------------------|----|
| GUM SensiVital®+ Toothpaste | 38 |
|-----------------------------|----|

|                             |    |
|-----------------------------|----|
| GUM SensiVital®+ Mouthrinse | 39 |
|-----------------------------|----|

|  |    |
|--|----|
| GUM SONIC SENSITIVE Battery Toothbrush | 40 |
|--|----|

|            |                              |    |
|------------|------------------------------|----|
| <b>NEW</b> | GUM PRO SENSITIVE Toothbrush | 41 |
|------------|------------------------------|----|

|                         |              |
|-------------------------|--------------|
| <b>Orthodontic Care</b> | <b>42-43</b> |
|-------------------------|--------------|

|                      |    |
|----------------------|----|
| GUM ORTHO Toothpaste | 44 |
|----------------------|----|

|                      |    |
|----------------------|----|
| GUM ORTHO Mouthrinse | 45 |
|----------------------|----|

|               |    |
|---------------|----|
| GUM ORTHO Wax | 46 |
|---------------|----|

|                      |    |
|----------------------|----|
| GUM ORTHO Toothbrush | 47 |
|----------------------|----|

|                 |    |
|-----------------|----|
| GUM ORTHO Floss | 47 |
|-----------------|----|

|                           |              |
|---------------------------|--------------|
| <b>Children Oral Care</b> | <b>48-49</b> |
|---------------------------|--------------|

|                     |    |
|---------------------|----|
| GUM KIDS Toothpaste | 50 |
|---------------------|----|

|                       |    |
|-----------------------|----|
| GUM JUNIOR Toothpaste | 51 |
|-----------------------|----|

|                     |    |
|---------------------|----|
| GUM BABY Toothbrush | 52 |
|---------------------|----|

|                     |    |
|---------------------|----|
| GUM KIDS Toothbrush | 52 |
|---------------------|----|

|                       |    |
|-----------------------|----|
| GUM JUNIOR Toothbrush | 53 |
|-----------------------|----|

|                       |    |
|-----------------------|----|
| GUM JUNIOR Mouthrinse | 54 |
|-----------------------|----|

|                         |    |
|-------------------------|----|
| GUM LIGHT-UP Toothbrush | 55 |
|-------------------------|----|

|                  |              |
|------------------|--------------|
| <b>Dry Mouth</b> | <b>56-57</b> |
|------------------|--------------|

|                 |    |
|-----------------|----|
| GUM HYDRAL® Gel | 58 |
|-----------------|----|

|                   |    |
|-------------------|----|
| GUM HYDRAL® Spray | 58 |
|-------------------|----|

|                        |    |
|------------------------|----|
| GUM HYDRAL® Toothpaste | 59 |
|------------------------|----|

|                     |              |
|---------------------|--------------|
| <b>Mouth Ulcers</b> | <b>60-61</b> |
|---------------------|--------------|

|                      |    |
|----------------------|----|
| GUM AftaClear® Spray | 62 |
|----------------------|----|

|                    |    |
|--------------------|----|
| GUM AftaClear® Gel | 62 |
|--------------------|----|

|                           |    |
|---------------------------|----|
| GUM AftaClear® Mouthrinse | 63 |
|---------------------------|----|

|                                    |           |
|------------------------------------|-----------|
| <b>Special Oral Care solutions</b> | <b>64</b> |
|------------------------------------|-----------|

|                   |    |
|-------------------|----|
| GUM Denture Brush | 65 |
|-------------------|----|

|                       |    |
|-----------------------|----|
| GUM RED-COTE® Tablets | 65 |
|-----------------------|----|

|                               |    |
|-------------------------------|----|
| GUM Post-Operation Toothbrush | 66 |
|-------------------------------|----|

|                         |    |
|-------------------------|----|
| GUM End-Tuft Toothbrush | 67 |
|-------------------------|----|

|                    |    |
|--------------------|----|
| GUM Tongue Cleaner | 68 |
|--------------------|----|

|                            |           |
|----------------------------|-----------|
| <b>Clinical References</b> | <b>69</b> |
|----------------------------|-----------|

|                                 |              |
|---------------------------------|--------------|
| <b>Product Reference Tables</b> | <b>70-71</b> |
|---------------------------------|--------------|




## 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 celebrates 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.



## Holistic oral care **RITUALS**

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



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.



**INTENSIVE ACTION**



**Alcohol-Free**

**GUM PAROEX Intensive Action: 0.12% CHX + 0.05% CPC Toothpaste and Mouthrinse**

- 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
- 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
- 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

|            |  |        |
|------------|--|--------|
| NO: 1784   | GUM PAROEX Mouthrinse 0.12%              | 300 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  |

## MAINTENANCE

Alcohol-Free



### GUM PAROEX Maintenance: 0.06% CHX + 0.05% CPC Toothpaste and Mouthrinse

- 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
- 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
- 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

NO: 1702  
NO: 1750

GUM PAROEX Mouthrinse 0.06%  
GUM PAROEX Toothpaste 0.06%

500 ml  
75 ml



**Bendable neck and cap extension**

*To reach back teeth easily*



**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 bristles<sup>1</sup>
- 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) to keep the brush cleaner between each use
- Available in 10 different sizes (1 new!) 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 |

**Anti-bacterial\* bristle protection**

*\*Chlorhexidine-coated*

**2-in-1 brush**



**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 5 (2 new!) sizes for 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 |



**GUM PRO Toothbrush (previously: GUM Technique PRO toothbrush)**

- Deep cleaning of teeth and gums for superior everyday care\*
- Ultra-thin tip bristles reach 7 times deeper under the gumline (\*vs. a manual flat-trim toothbrush)
- A unique configuration of bi-level, angled 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 versions, in regular(M) and compact(S) head size versions
- Protective cap for optimal hygiene while on-the-go (retail pack only)
- Packaged responsibly with 70% recycled PET & paperboard. New packaging design.
- Exist in 4 fresh new colors

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

NEW



Packaged responsibly



### 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 Butlerweave® Floss

- Reduces gingival index (32% in whole mouth and 36% in proximal areas) and bleeding index (56% in whole mouth) after 5 weeks<sup>2</sup>
- 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



### 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 - Unwaxed

50 pcs

### 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 - 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.

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 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 mouthrinse 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 Q<sub>10</sub> 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



*Anti-plaque protective film created by LAE (Ethyl Lauroyl Arginate)*

**Alcohol-Free**

### GUM ActiVital Mouthrinse

- Multi-functional product designed to promote the health of teeth and gums for life
- Contains coenzyme Q<sub>10</sub> 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

**Q10**



Protection cap included

Color rings included



Battery included

### GUM SONIC DAILY Battery Toothbrush

- 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 line\*
- 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 DAILY and GUM SONIC SENSITIVE

NO: 4100

GUM SONIC DAILY Toothbrush

Compact

Soft

NO: 4110

GUM SONIC DAILY Refill Heads (2 pcs)

Compact

Soft

[\*] vs a manual flat trim toothbrush

[\*\*] 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, 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

GUM BIO Toothpaste

75 ml

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



**Packaged responsibly**



**NEW COLORS**

**Raised bristles tip**



**Dome-shaped bristles**



**Multi-level bristles**

### GUM Technique+ Toothbrush

- For optimal everyday care of teeth and gums
- Multi-level dome-shaped bristles effectively clean between the teeth and under the gumline<sup>5,6</sup>
- Raised tip to easily reach back teeth
- Protective cap for optimal hygiene while on-the-go (retail pack only)
- Packaged responsibly with 70% recycled PET & paperboard. New packaging design.
- New fresh colors.

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

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

Regular  
Compact  
Regular  
Compact

Soft  
Soft  
Medium  
Medium





**Dome-shaped bristles**

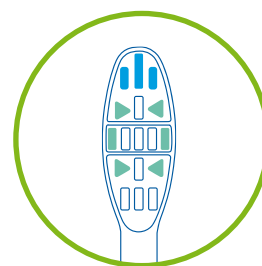
**Rubber tip\***

### GUM CLASSIC Toothbrush

- For everyday care of teeth and gums
- Dome-shaped bristles effectively remove plaque from hard-to-reach areas<sup>5,6</sup>
- Rubber tip stimulator for gentle gums massage\*
- Protective cap for optimal hygiene while on-the-go
- Available in refreshed packaging design

\*Except on 305 and 311

|         |             |               |        |
|---------|-------------|---------------|--------|
| NO: 305 | GUM Classic | Compact       | Hard   |
| NO: 311 | GUM Classic | Slender       | Soft   |
| NO: 407 | GUM Classic | Ultra-compact | Soft   |
| NO: 409 | GUM Classic | Compact       | Soft   |
| NO: 410 | GUM Classic | Compact       | Medium |
| NO: 411 | GUM Classic | Regular       | Soft   |



**2 types of tufts**



*Ultra Compact      Compact*

### GUM ActiVital Toothbrush

- Micro-thin bristles provide a deeper cleaning than a regular brush thanks to the rectangular and triangular tufts
- Ultra-slim head for easy access to hard-to-reach areas
- Ergonomically designed handle with a slender neck to encourage gentle brushing, as recommended by dentists to protect gums from damage
- With a hygiene cap

---

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



NEW CONTAINER

### 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

NO: 1555

GUM Fine Floss - Waxed

50 m

### GUM Easy-Flossers

- 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



### 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



NO: 890 GUM Easy Flossers 30/50/90 pcs

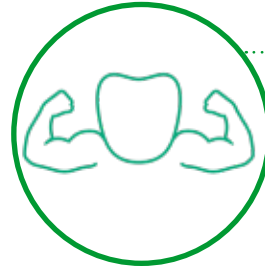
NO: 2000 GUM Easy-Floss - Waxed 30 m

# GUM SOFT-PICKS® RANGE Packaged responsibly



## 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)
- Available in 3 sizes:
  - Medium: NO 632 (50 and 100 pcs)
  - Large: NO 634 (50 pcs)
  - X-Large: NO 636 (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 Advanced

**The innovative and ergonomic rubber interdental cleaner with the shape adapted to your jaw, for easy and comfortable reach of back teeth**

- Discreet and easy-to-use, facilitating adoption and compliance
- Comfort & control: Extra easy to hold, longer handle, making it easier to maneuver in the mouth and access back teeth
- Packaging made from 80% recycled paperboard and PET
- Travel case included (with 12 and 30 pcs)
- Available in 3 sizes :
  - Small: NO 649 (30 and 60 pcs)
  - Medium: NO 650 (12, 30 and 60 pcs)
  - Large: NO 651 (30 and 60 pcs)

## GUM Soft-Picks Comfort Flex Cool Mint

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

- Gentle rubber interdental with minty tasting soft rubber bristles that make you feel extra fresh and clean every time you clean
- Comfort & control: Extra easy to hold handle with bendable neck, making it easier to maneuver in the mouth
- Ideal after every meal - leaves you feeling confident, fresh and clean when you are with others
- So gentle, it massages your gums
- Packaging made from 80% recycled PET
- Travel case included (with 40 pcs)
- Available in 3 sizes:
  - Small: NO 669 (40 pcs)
  - Medium: NO 670 (40 and 80 pcs)
  - Large: NO 671 (40 pcs)





ORAL CARE ON-THE-GO



### GUM Travel Toothbrush

### GUM Travel ORTHO Toothbrush

- Trifold design: brush head conveniently folds into handle for clean and compact travel
- Ventilated holes in handle allows excess moisture to escape
- Comfort thumb pad: rubber thumb grid adds comfort and control while brushing
- GUM Travel ORTHO features a v-trim bristles cut facilitating cleaning around orthodontic appliances

|         |                             |      |
|---------|-----------------------------|------|
| NO: 158 | GUM Travel Toothbrush       | Soft |
| NO: 125 | GUM Travel ORTHO Toothbrush | Soft |

### GUM Travel Kit

Content of the kit:

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





## ANTI-STAIN

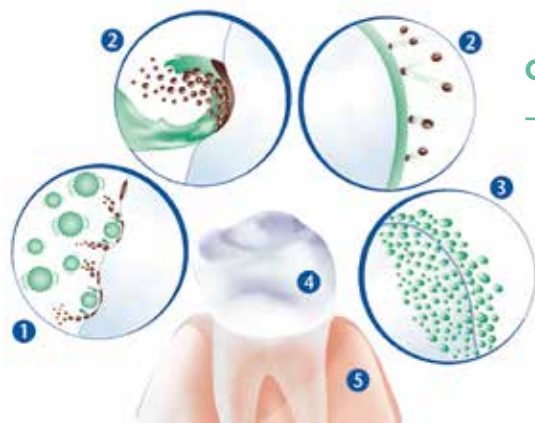


The loss of whiteness or the appearance of stains on the teeth surface often originate in our daily habits. There are 2 types of stains:

**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.



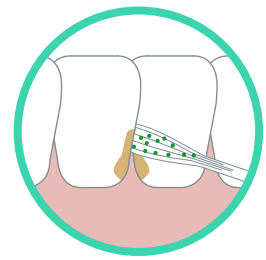
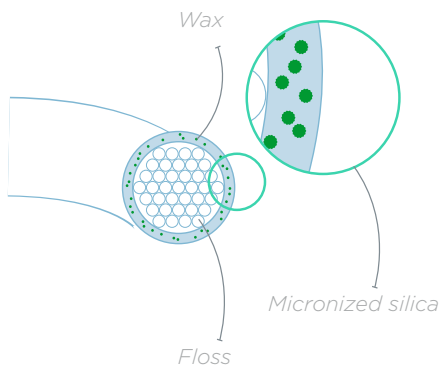


## GUM ORIGINAL WHITE TOOTHPASTE ACTION



### 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 ①
- Chemical action: Dissolves stains and prevents stain adhesion thanks to the unique StainClear agent ②
- Micro-bubble foam created while brushing allows high amount of Stain Clear agent in contact with tooth surface which improves stain removal ③
- Combination of Fluoride (1'490 ppm) and Isomalt provides enhanced remineralisation of tooth enamel ④
- Vitamin-E and Pro-vitamin B5 help to nourish and revitalize gum tissues ⑤
- More effective in removing stains than other leading whitening toothpastes<sup>9</sup>



### GUM Original White Floss

- Designed to remove stains in-between teeth
- Removes stains between teeth, significantly more than other whitening flosses<sup>11</sup>
- Provides effective interdental and below-the-gumline plaque control
- With micronized silica and Fluoride



 **Packaged responsibly**



Square elastomer bristles



Round elastomer bristles

VS

**Larger contact area for more efficiency**



### GUM Original White Toothbrush

- For naturally white teeth, every day
- Soft bristles with square geometry gently and effectively remove stains
- Proven 3X higher stain removal efficacy\* when combined with GUM Original White toothpaste (vs regular manual toothbrush)<sup>12</sup>
- Protective cap for optimal hygiene while on-the-go (retail pack only)
- Packaged responsibly with 80% recycled PET and paperboard.
- Available in new packaging design.

NO: 561

GUM Original White

Soft

NO: 563

GUM Original White

Medium

\*only Soft version



## 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)
- Protects against plaque with the anti-plaque system (CPC)
- 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 effect<sup>13</sup>



**Alcohol-Free**



### 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 effect<sup>13</sup>



### GUM SONIC SENSITIVE Battery Toothbrush

- Delivers an ultra-gentle and 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
- 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 SENSITIVE and GUM SONIC DAILY

NO: 4101

GUM SONIC SENSITIVE 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



NEW



Packaged responsibly

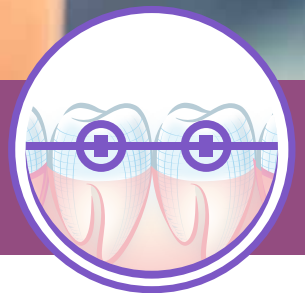


### GUM PRO SENSITIVE Toothbrush

- Ultra-gentle and deep cleaning for superior\* everyday care of sensitive teeth and gums
- Ultra-thin tip bristles reach 40% deeper under the gumline (\*vs. an ordinary sensitive manual toothbrush)
- Ultra-soft bristles and compact (S) 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
- Packaged responsibly with 70% recycled PET & recycled paperboard
- Exist in 4 pastel colors
- Protective cap for optimal hygiene while on-the-go (retail pack only)



## ORTHO CARE



Teenagers and adults 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.

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.



### 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



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



## 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



### GUM ORTHO Toothbrush

- V-trim cut facilitates cleaning around Orthodontic appliances, such as brackets, wire buttons and ligatures
- With a hygiene cap
- Exist also in travel version (see "Travel Care")

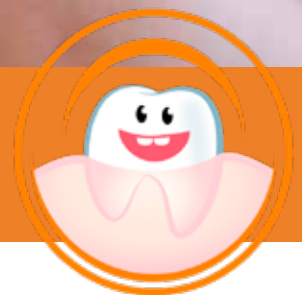


### GUM ORTHO Floss

- 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 waisting floss



## 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<sup>14</sup>
- 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
- **98% of ingredients of natural origin**
- Strawberry flavor
- Gel texture



### 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<sup>14</sup>
- 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



Toothpaste amount indicator

NEW COLOR

### GUM BABY Toothbrush (0-2)

- Extra small head fits easily into the baby's mouth
- Longer handle helps parents to keep a firm hold of the brush
- Gentle, soft bristles thoroughly remove plaque from each tooth to help prevent the appearance of cavities



### GUM KIDS Toothbrush (2-6)

- Age-adapted size & cushioned head for more comfort & safety while brushing
- Soft, dome-trimmed bristles for gentle brushing and plaque removal
- Toothpaste amount indicator
- Anti-slip ergonomic handle for a good grip
- Hygienic cap to keep the brush clean between uses
- Recommended to use with our GUM KIDS toothpaste for best results



NEW COLORS



### GUM JUNIOR Toothbrush (6+)

- Age-adapted size & cushioned head for more comfort & safety while brushing
- Soft, dome-trimmed bristles for gentle brushing and plaque removal
- Anti-slip ergonomic handle for a good grip
- Practical suction cup
- Hygienic cap to keep the brush clean between uses
- Recommended to use with our GUM JUNIOR toothpaste for best results



**Alcohol-Free**

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### GUM JUNIOR Mouthrinse (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



NEW COLORS

### GUM LIGHT-UP Toothbrush (6+)

- Flashing 1-min timer to help kids brush for the recommended time
- Age-adapted head and handle
- Soft, dome-trimmed bristles for gentle brushing and plaque removal
- Practical suction cup
- Available in 4 colours



## 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.



## 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



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 contains Fluoride and can be used daily to promote enamel remineralization and prevent tooth decay.



*Dry mouth relief efficacy of GUM HYDRAL versus a competitor on medication-induced dry mouth symptoms<sup>15</sup>*

*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 perception<sup>16</sup>*



### 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

### 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 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



## 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

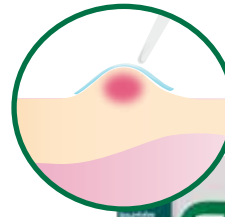
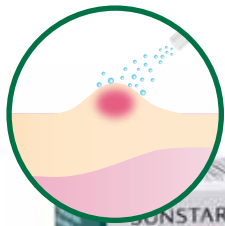
The active ingredient combination soothes the affected area and provides lasting relief.



### RAPID EFFECT

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





### 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
- 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 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 (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
- 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 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 (from 2 years old or 10+ kg, under adult supervision)



### GUM AftaClear Mouthrinse

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



**SPECIAL ORAL CARE SOLUTIONS**





### GUM Denture Brush

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

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NO: 201

GUM Denture Brush



### 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

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NO: 824

GUM RED-COTE Tablets (7+)



### GUM Post-Operation Toothbrush

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



### 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



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



*The «scraper» side carefully removes the remaining bacteria*

### GUM Tongue Cleaner

- Daily tongue cleaning has been proven to be an effective tool to keep good oral health
- 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

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15. Barbe, A. G., Schmidt-Park, Y., Hamacher, S., Derman, S. H. M., & Noack, M. J. (2018). Efficacy of GUM Hydral versus Biotène® Oralbalance mouthwashes plus gels on symptoms of medication-induced xerostomia: a randomized, double-blind, crossover study. *Clinical oral investigations*, 22(1), 169-180.
16. 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 mouthwash.

# TOOTHBRUSHES

## Everyday Care

|                   | GUM SONIC DAILY | GUM SONIC SENSITIVE | GUM PRO             | GUM PRO SENSITIVE | GUM Technique +     | GUM Original White | GUM CLASSIC                                 | GUM ActiVital             |
|-------------------|-----------------|---------------------|---------------------|-------------------|---------------------|--------------------|---|---------------------------|
| Picture           |                 |                     |                     |                   |                     |                    |   |                           |
| Toothbrush type   | Battery         | Battery             | Manual              | Manual            | Manual              | Manual             | Manual                                      | Manual                    |
| Head Sizes        | Compact         | Compact             | Compact and Regular | Compact           | Compact and Regular | Compact            | Compact, Regular, Ultra-Compact and Slender | Compact and Ultra-Compact |
| Bristles Type     | Tapered         | Tapered             | Tapered             | Tapered           | End-rounded         | Squared            | End-rounded                                 | End-rounded               |
| Bristles Softness | Soft            | Ultra-Soft          | Soft and Medium     | Ultra-Soft        | Soft and Medium     | Soft and Medium    | Soft, Medium and Hard                       | Soft and Medium           |
| Trim type         | Bi-level        | Bi-level            | Bi-level            | Bi-level          | Multi-level         | Multi-level        | Dome and Flat                               | Multi-level               |
| Quad-Grip         | No              | No                  | Yes                 | Yes               | No                  | No                 | No  | No                        |
| Protective Cap    | Yes             | Yes                 | Yes                 | Yes               | Yes                 | Yes                | Yes   | 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 | Compact     | Compact     | Compact      |
| 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 Denture Brush | GUM ORTHO   | GUM Post-Operation | GUM End-Tuft | GUM Tongue Cleaner |
|-------------------|-------------------|-------------|--------------------|--------------|--------------------|
| Picture           |                   |             |                    |              |                    |
| Toothbrush type   | Manual            | Manual      | Manual             | Manual       | Manual             |
| Head Sizes        | N/A               | Compact     | Compact            | N/A          | N/A                |
| Bristles Types    | End-rounded       | End-rounded | End-rounded        | End-rounded  | N/A                |
| Bristles Softness | N/A               | Soft        | Extra-Soft         | Soft         | N/A                |
| Trim type         | N/A               | V-trim      | Flat               | N/A          | N/A                |
| Protective Cap    | No                | Yes         | No                 | No           | No                 |

# INTERDENTALS

## Interdental picks

|                   | GUM SOFT-PICKS ORIGINAL                    | GUM SOFT-PICKS COMFORT FLEX MINT                        | GUM SOFT-PICKS ADVANCED                             |
|-------------------|--|---|---|
| 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)<br>L (ISO 3-5)<br>XL (ISO 4-6) | S (ISO 1-4)<br>M (ISO 2-4)<br>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 & 30cts                              |

## Interdental brushes

|                                   | GUM Trav-Ler  | GUM Bi-Direction  |
|-----------------------------------|---|---|
| Picture                           |   |   |
| Passage Hole Diameter Size        | ISO 0 / 0.6 mm<br>ISO 1 / 0.8 mm<br>ISO 2 / 0.9 mm<br>ISO 3 / 1.1 mm<br>ISO 3 / 1.2 mm<br>ISO 4 / 1.3 mm<br>ISO 4 / 1.4 mm<br>ISO 5 / 1.6 mm<br>ISO 6 / 2.0 mm<br>ISO 7 / 2.6mm | ISO 0 / 0.6mm<br>ISO 1 / 0.7mm<br>ISO 2 / 0.9mm<br>ISO 3 / 1.2mm<br>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 antibacterial 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              |

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