

Introducing **NEW**

**SOFT-PICKS<sup>®</sup>**

**COMFORT FLEX MINT**

From America's #1 Recommended Dental Pick Brand



**MINTY.  
CLEAN.  
COMPLIANT!**



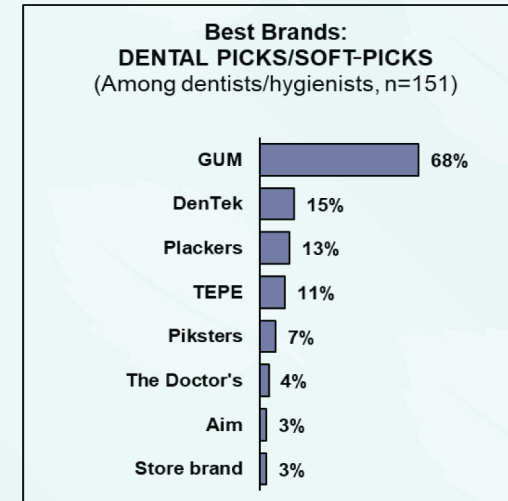
# GUM® Brand: Recognized leader in interdental care

- The link between oral health and overall wellness is central to the GUM® brand approach to oral care. We strive to improve overall health, mouth by mouth
- The recognized leader in the interdental care market, our GUM brand Soft-Picks®, continues to be the brand of choice for dentists and hygienists alike
- We know that the easier we make it for your patients to safely and effectively clean between their teeth, the more likely they will be to attain optimum oral health
- GUM Soft-Picks offers simple, convenient and effective plaque removal from even hard-to-reach interdental areas

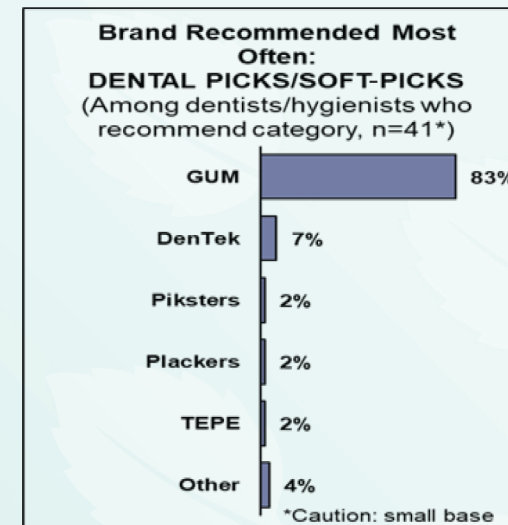
The 2020 Study of Dentists' Recommendations For Consumer Dental Care Products, a benchmark study of dentists and hygienists about their sampling and discussions with patients regarding consumer dental products, Multi-sponsor Surveys, Inc.

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Dental picks:  
GUM is by far most often seen as the best (68%), especially among hygienists (74%)



GUM dominates recommendations (83%)



# A new offering from America's #1 Recommended Dental Pick Brand

## Provides an Invigorating, Minty Fresh Taste Experience

- Studies have demonstrated that the promise of a fresh mouth can be a real motivator for patients
- New GUM® Soft-Picks® Comfort Flex Mint -- delivering a whole-mouth, minty fresh sensation -- could be a game changer for your patients when it comes to between-teeth cleaning
- With its invigorating taste experience, GUM Soft-Picks Comfort Flex Mint can be helpful in encouraging patients to clean between their teeth more regularly, disrupting the bacteria and helping them to maintain their oral health
- GUM Soft-Picks Comfort Flex Mint is the newest offering in the GUM line of Soft-Picks, clinically proven to clean between teeth as effectively as string floss\*

**NEW!**



\*GUM Soft-Picks Original and Advanced products

Bunnk-Wekhoven Y et al. Determinants of oral hygiene behavior: A study based on the theory of planned behavior. Community Dent Oral Epidemiol. 2011;39(3):250-259. (As cited by AJ Smith et al. Knowledge, attitudes and behaviours of patients regarding interdental deplaquing devices: A mixed-methods study. Intl J Dental Hygiene. 2019;00:1-12.)

**G·U·M®**



# GUM® Soft-Picks® Comfort Flex Mint

Features flexible rubber bristles that slide between teeth for gentle, safe and effective food and plaque removal

- Comfortable bristles
- Massages and stimulates the gums, helping to keep them healthy

