

# Our role in oral health

The Wrigley Company is the world's leading manufacturer of chewing gum and a supporter of clinical research into the oral health benefits of chewing sugarfree gum. We've been working in partnership with the dental profession in Australia and all over the world for more than 35 years to help promote better oral healthcare through healthy oral hygiene practices and educational initiatives.



**The Wrigley Company supports research, education, and professional development in partnership with the dental profession.**

Since the 1930s, The Wrigley Company has been conducting internal research on the oral health benefits of chewing gum. Over the last 35 years we have proudly partnered with leading independent researchers and academic institutions to support clinical research into the benefits of chewing sugarfree gum including saliva stimulation, plaque acid neutralisation, and tooth strengthening.

## Our commitment to promoting oral healthcare

According to the Fédération Dentaire Internationale (World Dental Federation), dental cavities, also known as caries, are one of the most common non-communicable diseases on the planet.<sup>1</sup> While largely preventable, many instances of tooth decay remain unaddressed due to unavailable or insufficient oral care services.

The Wrigley Company recognises the complexity and severity of this issue, and for decades has been committed to collaborating with oral health experts to better understand and advance science in this area for the mutual benefit of consumers and the scientific and public health communities.




<sup>1</sup> FDI World Dental Federation, 'Oral Health Worldwide' white paper, 2014. Accessed: [http://www.worldoralhealthday.com/wp-content/uploads/2014/03/FDIWhitePaper\\_OralHealthWorldwide.pdf](http://www.worldoralhealthday.com/wp-content/uploads/2014/03/FDIWhitePaper_OralHealthWorldwide.pdf)

## EXTRA® Oral Healthcare Program

It's our mission to help patients improve their regular oral healthcare routine between brushing by chewing sugarfree gum after eating and drinking and, in doing so, lower their risk of developing dental caries.

Through conferences, literature, sampling and continuing professional development, the EXTRA® Oral Healthcare Program engages and educates dental professionals about the benefits of chewing sugarfree gum as part of a healthy oral care routine to help defend against decay and reduce susceptibility to dental caries.

 Today, the program operates in more than 30 countries worldwide.

### The Wrigley Company has a proud history of contributing to the health and wellbeing of our communities

Established in 1987, The Wrigley Company Foundation's mission is to improve the health of people and our planet through initiatives focused on oral health and access to oral care, as well as a number of environmental community initiatives.

Within our region, the Foundation partners with both the Australian Dental Health Foundation and the New Zealand Dental Association to provide Community Service Grants to dentists and dental students to run projects to improve access to oral care and oral health education.

The Community Service Grants are awarded annually to help dental professionals implement grassroots programs within communities that have a high-risk of oral health problems including, indigenous people, the homeless, special needs and people living with disability, low income families and elderly groups.

Since the inception of the Community Service Grants program in 2011, The Wrigley Company Foundation has awarded almost half a million dollars in grant funding to volunteer dentists and dental students to provide free-of-charge treatments to patients from some of Australia's most remote and disadvantaged communities.



### Our role in creating better oral healthcare outcomes in Australia

The Wrigley Company will continue to invest in programs that promote good oral healthcare for all Australians. We are committed to maintaining our partnerships with the scientific and health communities and look forward to ongoing collaboration with academics, industry associations and the public to support education and preventative healthcare measures, measures in which sugarfree gum can also play a part.

### Our commitment goes beyond the product

Scientists at The Wrigley Company are committed to advancing and promoting scientific research that explores the benefits of chewing sugarfree gum. We collaborate with oral health experts and support independent research through organisations such as the International Association for Dental Research to continue to advance science in this area.

