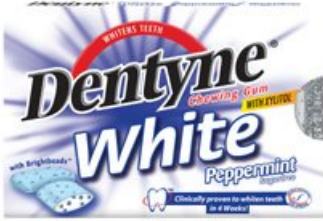


Chew your way to whiter teeth

Approved by the South African Dental Association, Dentyne Peppermint White is reportedly the first chewing gum in South Africa that is clinically proven to whiten teeth within 4 weeks, based on chewing two pellets, four times per day. It is endorsed by the South African Dental Association and carries the tooth-friendly logo on each pack.



"Dentyne has always been at the forefront of innovation in the gum category, providing great tasting sugar-free chewing gum that is good for teeth. This launch is sure to bring out a beautiful bright smile," says Alistair Mokoena, Cadbury South Africa marketing director - Candy & Gum.

The product contains active ingredients that assist in whitening teeth as well as little micro-granules called Brightbeads for a brighter smile. In addition, it contains the naturally occurring sweetener Xylitol, to help fight tooth decay and prevent plaque growth. Chewing sugar-free gum with Xylitol straight after a meal stimulates the production of saliva. Because saliva contains a mild alkali, it neutralizes the acid in the mouth and prevents it from attacking the enamel protecting your teeth.

It is now available for a recommended selling price of R6.99 at all major retailers nationwide.

For more, visit: <https://www.bizcommunity.com>