

A HEALTHY BODY NEEDS



Introducing the Next Generation of GUM® Toothbrushes

Re-engineered



TECHNIQUE® DEEP CLEAN

- 10x better plaque removal below the gumline for healthier gums¹
- 40% better cleaning between teeth¹
- **Extremely Tapered Antibacterial Bristles**
- **Quad-Grip®** promotes Modified Bass Technique

● ● ● ● 524 Soft/Full
525 Soft/Compact

Re-engineered

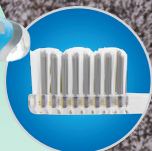


TECHNIQUE® SENSITIVE CLEAN

- 6x better clean with ultra-soft bristles³
- **Extremely Tapered Antibacterial Bristles²**
- **Quad-Grip®** promotes Modified Bass Technique

● ● ● ● 527 Sensitive/Compact

NEW



TECHNIQUE® ENAMEL CLEAN

- **Micro-feathered bristling for 70% more enamel clean⁴**
- **Quad-Grip®** promotes Modified Bass Technique
- **Dome Trim®** design with an **interdental-cut** bristle trim which helps the bristles reach into the gumline

● ● ● ● 4471 Soft/Compact

NEW



G·U·M BRIGHT CARE™

- **BrightLine™ Grip** bristles help remove stains for **28% whiter teeth⁵**
- **Dome Trim®** bristles are clinically designed to clean below the gumline^{6,7}

● ● ● ● 4591 Soft/Compact
4517 Sensitive/Compact
4594 Soft/Sub Compact

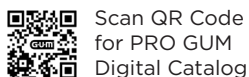
SPECIAL OFFER!

Buy any 12 dozen
Next Generation Toothbrushes
and Get 2 dozen FREE.

ask for



1. DOF-0055 vs. flat-trim toothbrush. 2. DOF-0047 3. DOF-0057 vs. flat-trim toothbrush. 4. DOF-0024 Compare to rounded bristle 5. DOF-0058 with the use of toothpaste
6. Microbiological and Clinical Alterations from using Butler GUM toothbrushes. Reynolds, H.S., & J.J. Zambon. J Dent Res, Vol. 76, p. 233, ID 1753 (IADR Abstracts) 1997.
7. Butler "GUM" Toothbrushes - A Microbiological and Clinical Study. Reynolds, H.S., & J.J. Zambon. J Dent Res, Vol. 77, p. 287, ID 1452 (IADR Abstracts) 1998.



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Your patients are not flossing every day!
Give them something they'll use.

Floss Picks

NEW Patented Handle Design

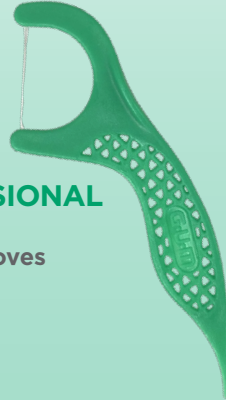
Made with
20%
LESS PLASTIC⁸



PROFESSIONAL CLEAN

Floss Removes
2x Plaque⁹

891



ADVANCED CARE

Floss with
Fluoride &
Vitamin E

888



TWISTED MINT[®]

Twisted Floss
Covers 30% more
surface area¹⁰

828



SPECIAL OFFER!
Buy 3 boxes of GUM[®] Floss Picks,
Get 1 FREE.

8. vs. previous design, DOF-0045 9. DOF-0049 10. DOF-0039



BRUSHING IS BETTER WITH

G·U·M[®] MONSTERZ
Toothbrushes

Fun characters engage children which helps increase compliance.



901 Monsterz Kids - 12/pk



902 Monsterz Junior - 12/pk



SPECIAL OFFER!

Buy 6 dozen Monsterz Manual Toothbrushes and
Get 1 box (50ct) of Prophy[®] Clean &
Polish Paste-Free Prophy Angles **FREE.**

Promo Code is **PR126**

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ask for

G·U·M[®]

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Customized Care:

Bundled kits tailored for various patient needs.

Elevate Your Practice:

Products that enhance a practice's brand and patient experience.

Each Kit comes with:

- 144 Toothbrushes
- 144 4yd Floss tubs, or Floss Picks
- 144 Printed Patient Bags



Customized Care



KIT525P
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Deep Clean

KIT505P
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KIT135P
Multi-Clean

KIT591P
Technique®
Complete Care

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Enamel Clean

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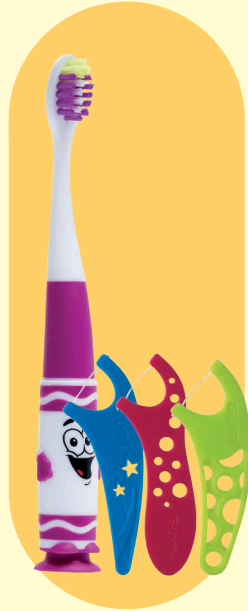
Empower Your Little Patients: Build Healthy Habits with GUM®



Customized Care



KIT35P
Crayola
Marker Brush



KIT36P
Crayola
Pip-Squeaks™

Crayola:

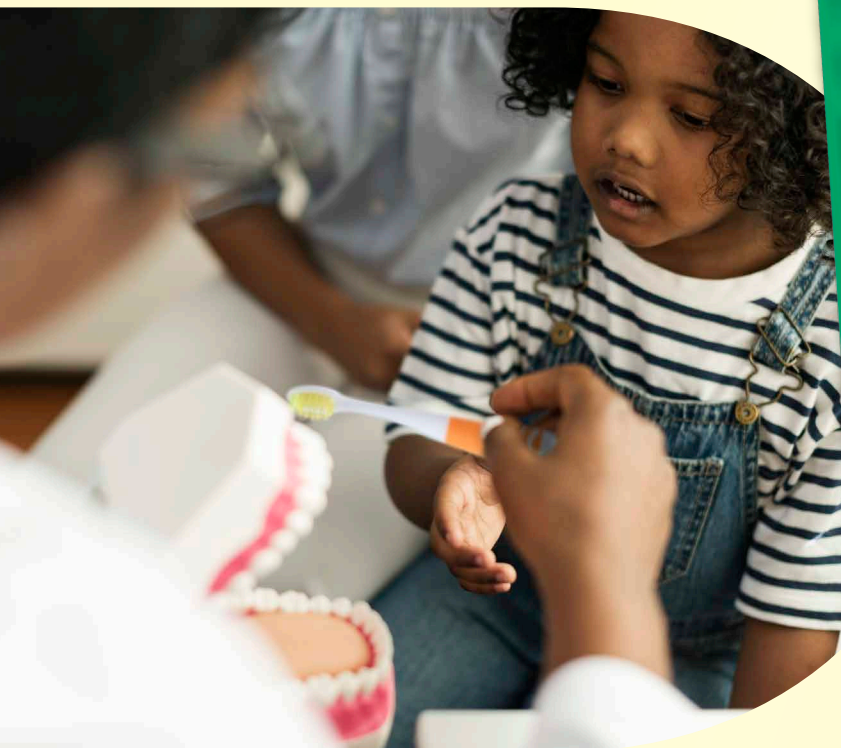
- Sparks creativity and imagination
- # 1 children's art brand
- Top 5 brand for kids ages 6-12

GUM® Brand:

- Recognized leader in oral care
- Associated partner for overall wellness
- Trusted and reliable, often recommended by dentists

Each Kit comes with:

- 144 Toothbrushes
- 144 Floss Picks
- 144 Printed Patient Bags



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