



**PROUD  
TO CARE**  
For mouth & body

**2023**

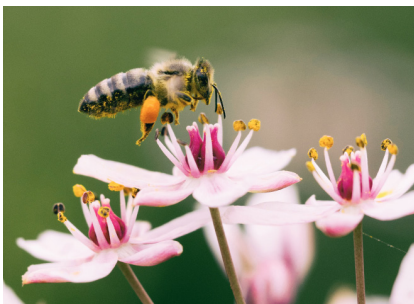


SUNSTAR  
**G·U·M®**

# 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.

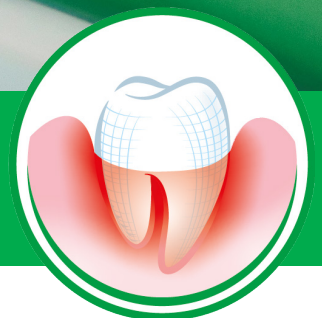
### **3. Rinsing with a gentle mouthwash to strengthen our teeth and gums, prolonging the effects of good brushing**

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.



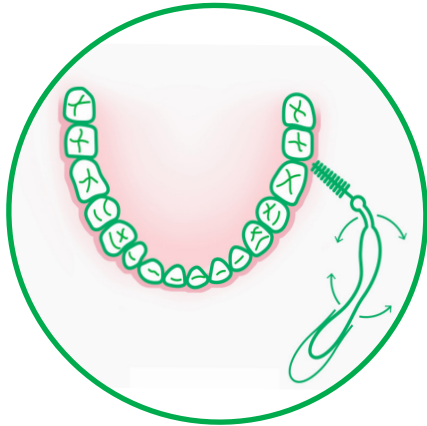
## ADVANCED GUM CARE



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).



### Bendable neck and cap extension

*To reach back teeth easily*



Antibacterial protection\*



### 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 0.5	
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



**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





NEW CONTAINER



### 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

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NO: 1155  
NO: 1855

GUM Butlerweave - Waxed  
GUM Butlerweave - Waxed, Mint

55 m  
55 m

### 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



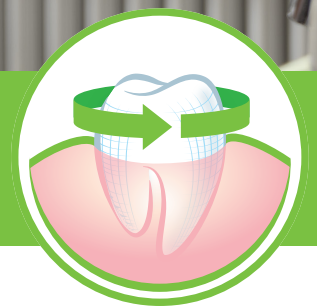
NO: 2030

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.



Packaged responsibly



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.

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

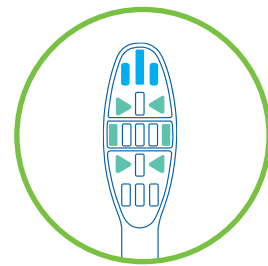
\*Except on 305 and 311

NO: 305  
NO: 311  
NO: 407  
NO: 409  
NO: 410  
NO: 411

GUM Classic  
GUM Classic  
GUM Classic  
GUM Classic  
GUM Classic  
GUM Classic

Compact  
Slender  
Ultra-compact  
Compact  
Compact  
Regular

Hard  
Soft  
Soft  
Soft  
Medium  
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

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



### 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

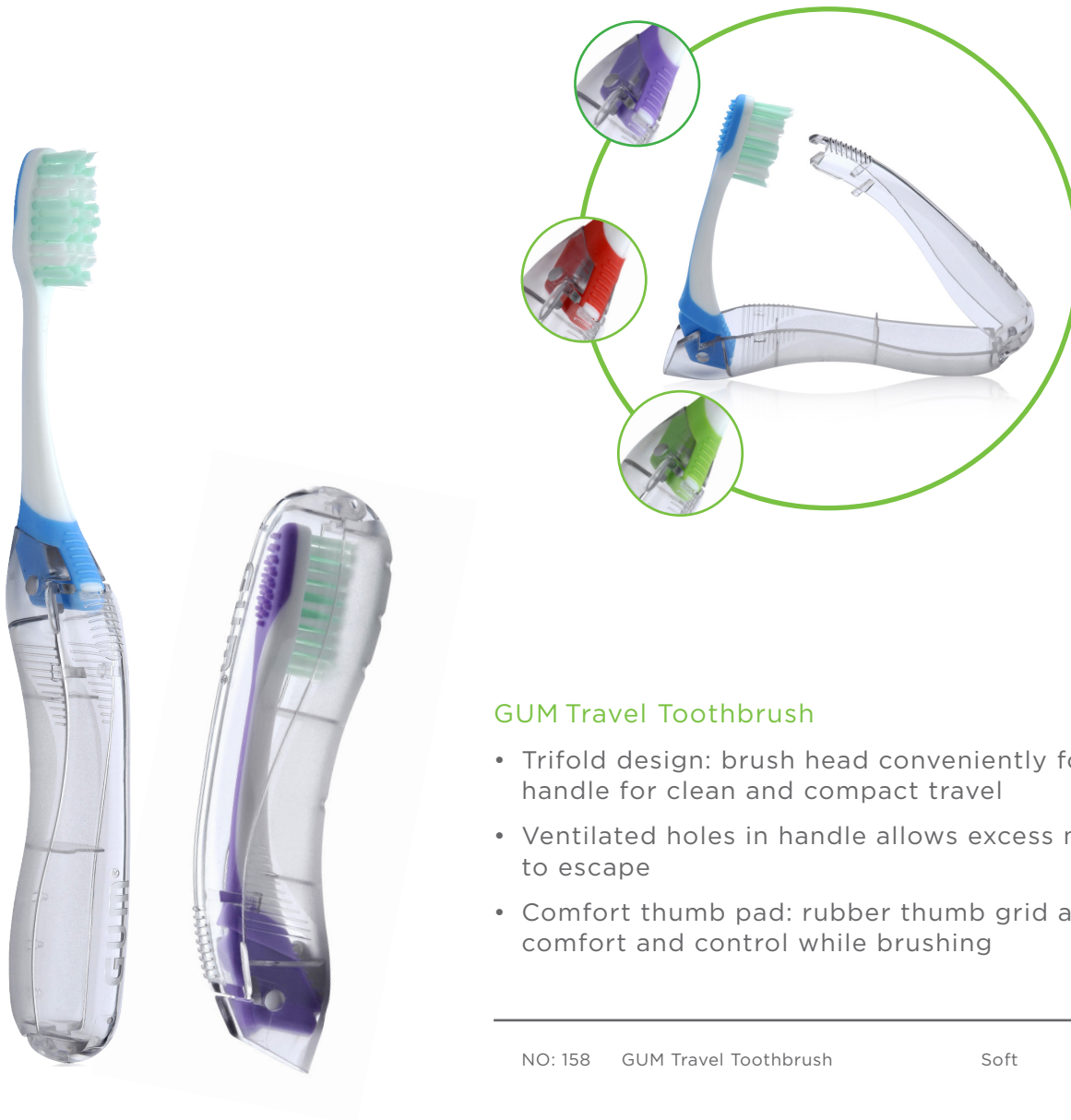
- Remove food residue and plaque between teeth in no time
- Ergonomic handle
- Waxed and extra resistant floss with Fluoride and Vitamin E coating
- Refreshing mint flavor
- Perfect for on-the-go flossing with a practical travel case



### 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





### GUM Travel 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

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NO: 158 GUM Travel Toothbrush

Soft

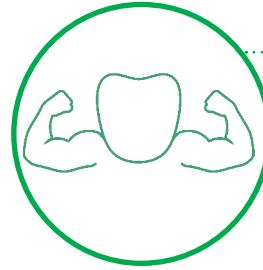


# GUM SOFT-PICKS® RANGE Packaged responsibly



## 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)*

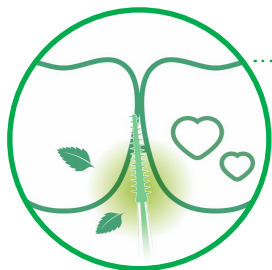


## GUM Soft-Picks Original

**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)

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.



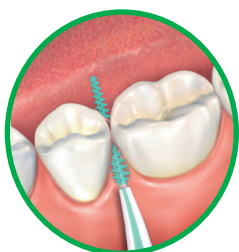
**Gentle on gums**

*Our soft rubber picks massage gums and clean between teeth without abrasion. They are latex-free and safe even for sensitive and/allergic patients*



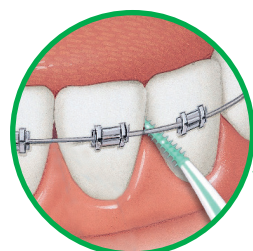
**More motivation**

*Less demanding methods of interdental cleaning increase patient motivation, compliance and outcomes (Needleman, 2005; Wilder, 2016)*



**Daily interdental care**

**Implants, bridges or crowns**



**Orthodontic appliances**



## SENSITIVE TEETH



Approximately 1/3 of the world population suffers from sensitive teeth.

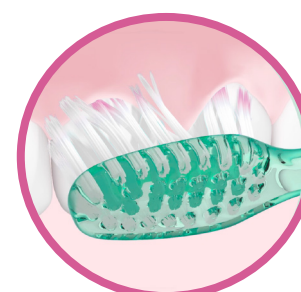
The mouth is not immune from the aging process. With time, gums start receding, exposing the tooth root, where the protective enamel shell is particularly vulnerable. Teeth can also suffer from mineral loss, contributing to the progressive erosion of enamel.

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.

NEW



Packaged responsibly

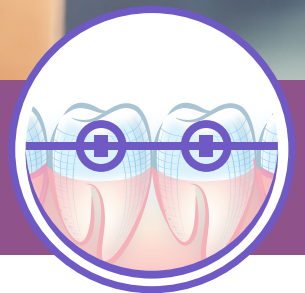


### GUM PRO SENSITIVE Toothbrush

- 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



### 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



V-Trim cut

### 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.





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



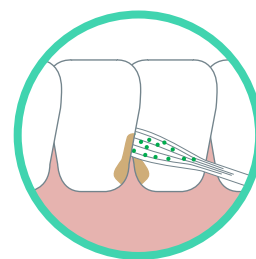
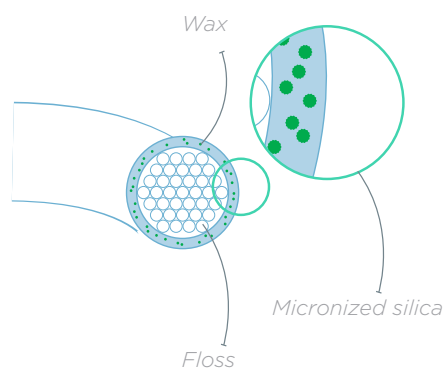
## ANTI-STAIN



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.

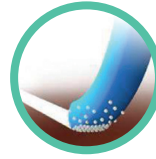


### GUM Original White Floss

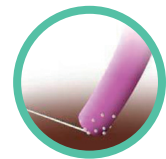
- Designed to remove stains in-between teeth
- Removes stains between teeth, significantly more than other whitening flosses<sup>11</sup>
- Provides effective interdental and below-the-gumline plaque control
- With micronized silica and Fluoride



 **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



**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

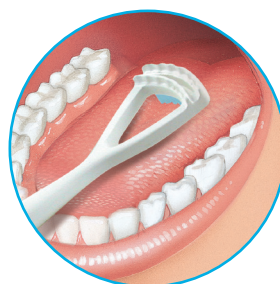
- Extra soft (0.10 mm) bristles ideal for post-surgical cleaning and usage in case of gum disease, mouth irritations, extractions, implants & grafts





### 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

1. Suido, H., Offenbacher, S., & Arnold, R. R. (1998). A clinical study of bacterial contamination of chlorhexidine-coated filaments of an interdental brush. *The Journal of clinical dentistry*, 9(4), 105-109.
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3. Data on file
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10. Data on file
11. Internal report - Stain Removal Using Ora2 Stain Clear Floss: K Fujisawa, Product Research and Development, Sunstar Japan - Feb 2003
12. Data on file
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# 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) L (ISO 3-5) XL (ISO 4-6)	S (ISO 1-4) M (ISO 2-4) 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 ISO 1 / 0.8 mm ISO 2 / 0.9 mm ISO 3 / 1.1 mm ISO 3 / 1.2 mm ISO 4 / 1.3 mm ISO 4 / 1.4 mm ISO 5 / 1.6 mm ISO 6 / 2.0 mm ISO 7 / 2.6mm	ISO 0 / 0.6mm ISO 1 / 0.7mm ISO 2 / 0.9mm ISO 3 / 1.2mm 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

# SunstarGUM.com

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