Steps for Proper Flossing:

 Wind 18" of floss around middle fingers of each hand. Pinch floss between thumbs and index fingers, leaving 1" - 2" length in between. Use thumbs to direct floss between upper teeth. Use index fingers to guide floss between contacts of the lower teeth.



Gently guide floss between the teeth by using a back and forth motion. Wrap floss around the side of the tooth. Slide floss up and down against the tooth surface and under the gumline.



Floss Alternatives:

Soft-Picks* and Interdental Brushes are as effective as string floss at removing plaque between teeth.*

Soft-Picks* are ideal for:

Healthy Gums





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Go-Betweens* Proxabrush* Cleaners are ideal for:

Varying size tooth spaces, bridges, crowns and orthodontics.

Available in 3 sizes: Tight, Moderate and Wide.



Two easy ways to order GUM® products.



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A Full Line of Oral Care Solutions



Steps for Proper Brushing:

 Place bristles along the gumline at a 45° angle.
 Bristles should contact both the tooth surface and the gumline.



Gently brush the outer tooth surfaces of 2-3 teeth using a circular vibrating motion. Move brush to the next group of 2-3 teeth and repeat.



 Maintain a 45° angle with bristles contacting the tooth surface and gumline. Gently brush using the same circular vibrating motion along all of the inner tooth surfaces.



 Tilt brush vertically behind the front teeth. Make several up & down strokes using the front half of the brush.



Place the brush against the biting surface of the teeth & use a gentle back & forth scrubbing motion. Brush the tongue from back to front to remove odor-producing bacteria.



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The right products for all your needs!

Adult Toothbrushes

Technique® Deep Clean Toothbrush



Patented 45° Quad Grip*handle promotes the proper brushing technique and the bi-level bristle design helps to clean below the gumline and between the teeth.

Summit*+ Toothbrush



Extremely tapered bristles and bi-level bristle design for a cleaning like never before!

Micro Tip* Toothbrush



Micro-feathered bristles and interdental trim for thorough yet gentle cleaning.

Children's Toothbrushes

Crayola™ Timer Light Toothbrush



Colorful toothbrush with lights that flash for 60 second intervals to help kids brush longer.

Crayola™ Marker Toothbrush







Crayola™ Marker shaped toothbrush with ultra-soft bristles and suction-cup base.

Crayola™ Power Toothbrush



Power toothbrush with oscillating soft bristle action for effective cleaning.

Floss Alternatives

Soft-Picks*

Clinically proven to remove plaque between the teeth as effectively as string floss. Flexible rubber bristles are gentle on gums and are ideal for implants and orthodontics.*



Go-Betweens* Proxabrush* Cleaners

Ideal for interproximal cleaning, dental restorations, orthodontics, or for those who have trouble flossing. Available in 3 convenient sizes:

Tight, Moderate and Wide.

Eez-Thru* Flossers

Special floss slides easily between teeth and resists shredding, breaking or sagging.



Eez-Thru® Floss Threaders

Versatile nylon loop helps patients thread floss through spaces where most other products cannot reach: under bridges, between connected crowns, around orthodontic appliances, and implants.

Floss

Expanding* Floss

Expands during use to clean more of the tooth's surface.



Eez-Thru® Floss

Nonstick floss glides easily between the tightest contacts.



ButlerWeave* Floss

Unique woven design effectively removes plaque between teeth and below the gumline.



Custom Care & Accessories

Go-Betweens* Proxabrush* System



Cleans between teeth and hard-to-access areas. Proxabrush® refills available in four sizes to meet your needs.

Dual-Action Tongue Cleaner



Brush & scraper combo to remove bacteria known to cause bad breath.

Stimulator



Rubber tip stimulator for gingival massage and interproximal cleaning.

Pain Management

Rincipol* Mouth Sore Rinse

For fast, soothing relief from mouth and gum sores, canker sores, irritations from braces, and other oral tissue pain.



Canker-X™ Pain Relief Gel

Unique, patented and clinically tested formula that contains no alcohol or benzocaine for long-lasting relief against canker sore pain.



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GUM® PerioBalance®

A daily dental problotic mint flavored lozenge.
Clinical results have shown positive changes in gum health in just 28 days.
GUM® PerioBalance® promotes healthy teeth and gums,

reduces plague and fights bad breath.



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