

MH PROMOTION

Louise says: "Like most people, I have a few things about my appearance that I'm not entirely happy with, so I rely on little tricks to improve how I look and feel about myself. I'm a big fan of carrying sugarfree gum like Orbit Complete to reduce the build up of plaque, and being armed with a healthy smile makes a real difference to my confidence."

WHAT WOMEN WANT

Sometimes you need to reach for a secret weapon to achieve your aims – and that's especially true when it comes to giving women what they want

The clean, confident smile that women so desire in a man is a tricky thing to maintain throughout the day. But you can keep your mouth in the best of health and protect your smile by packing a secret weapon – Orbit Complete sugarfree gum with Xylitol. Research shows that nearly

a half (47%)* of all women put bad breath and neglected teeth top of their list of turn-offs. However, chewing Orbit Complete sugarfree gum with Xylitol naturally rids your mouth of harmful acids, while protecting your teeth and eliminating oral bacteria. The result is an eye-catching smile and a fresh, healthy mouth every time – in other words, exactly what women want.



*STUDY OF 1004 ADULTS AGED 18+ CONDUCTED BY ICM RESEARCH BETWEEN 15TH AND 16TH AUGUST