



## ORBIT® Gum – Fact Sheet

### Brand History

ORBIT® Gum has been freshening breath since 1944. One of Mars Wrigley Confectionery, U.S. biggest gum brands, ORBIT® Gum is best known among consumers for its rich history of freshening mouths and its iconic wit.

The functional benefit of freshening is the No. 1 reason why people chew gum around the world. When people chew ORBIT® Gum, it gives them that clean and fresh mouth feeling, giving them the confidence to shine, no matter the situation.

### Portfolio

**ORBIT® Gum carries the American Dental Association Seal of Acceptance and is available in a variety of formats and flavors. Flavor offerings include:**

- ORBIT® Gum Freeze Mint
- ORBIT® Gum Peppermint
- ORBIT® Gum Spearmint
- ORBIT® Gum Wintermint
- ORBIT® Gum Sweet Mint
- ORBIT® Gum Bubblemint
- ORBIT® Gum Strawberry
- ORBIT® Gum Citrus

**Orbit White® comes in a 40-count bottle, 15-count bottle and 120-count stand-up bag**

- ORBIT® White Gum Peppermint
- ORBIT® White Gum Spearmint

### Connect with the Brand

- [www.orbitgum.com](http://www.orbitgum.com)
- [facebook.com/orbitgum](https://facebook.com/orbitgum)
- [twitter.com/OrbitGum](https://twitter.com/OrbitGum)
- [youtube.com/orbitgumvideo](https://youtube.com/orbitgumvideo)

### Brand Insights

ORBIT® Gum is a global brand (ORBIT® /EXTRA®) rooted in an enduring and universal insight that connects us to the daily lives of our consumers: With a clean and fresh mouth feeling, you have the confidence to take on what's next, no matter the situation.