

After synthetic juice, doctors' body endorses chewing gum

The Indian Dental Association (IDA) has endorsed a brand of chewing gum, saying it improves oral health, weeks after the Indian Medical Association courted controversy for promoting a synthetic juice brand of Pepsi.

This is the first time the IDA has given their seal of acceptance to a confectionary product. Multinational company Wrigley's Orbit chewing gum, which has got the IDA pat, claims it helps fight cavities and reduce harmful plaque acids.

'We congratulate Wrigley Orbit sugar-free chewing gums for being the first chewing gum brand in India to earn the IDA seal,' IDA secretary general Ashok Dhoble said in a statement Saturday.

'IDA recommends brushing teeth twice a day, eating a balanced diet and chewing sugar-free gums, which can be a convenient and portable way to maintain and improve oral health. Consumers who chew gum that carry the IDA seal know that they are enjoying the benefits of trusted and proven oral healthcare,' he said.

The endorsement of a confectionary brand by an apex dentist body has come after the IMA promoted Tropicana juice produced by beverage major Pepsi Co. The endorsement had drawn criticism from many doctors and even policy makers.

S. Altman, general manager of Wrigley India, said: 'We are pleased that our commitment to making available a wide range of enjoyable product flavours that help maintain good oral healthcare is being recognised by IDA.'

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