

# Trident

## #1 GLOBAL GUM BRAND



## Launched in 1964



as the first patented sugarless gum in the category and the first product promoted as not causing tooth decay!

## ENJOYED IN 70+ Countries



around the world under "sibling" brands Beldent in Argentina, Dirol in Russia, Hollywood in France and Stimorol in Europe and Africa

## ~800 MILLION \$

In Net Revenues (2018)

## What's in a name?

# TRI DENT

3 Ingredients



Dentist/Teeth

## It's out of this world!



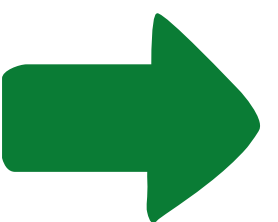
## Trident was the first gum in space

(1964) and has been on every Space Shuttle mission since 1981



## HUNGRY FOR MORE?

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