

WE PLEDGE TO...

INFORM PEOPLE ON HOW LOW/NO
CALORIE SWEETENERS CAN HELP
LIMIT EXCESS SUGAR INTAKE



**World Oral
Health Day**
20 March

#UNITEFORMOUTHHEALTH

#WOHD20

#ISA4WOHD



**International
Sweeteners
Association**



This World Oral Health Day, we **Unite for Mouth Health** by making a pledge to inform people on how low/no calorie sweeteners can be a useful tool in helping limit excess sugar intake.

Low/no calorie sweeteners can help limit excess sugar intake

Excess sugar consumption is a primary cause of tooth decay. Low/no calorie sweeteners are tooth-friendly ingredients that can be a helpful ally in your efforts to cut down on sugar without affecting the enjoyment of sweet-tasting foods and drinks.

Tips for sugar reduction with the help of low/no calorie sweeteners

Low/no calorie sweeteners provide a simple way to reduce the amount of sugars in the diet when used as part of a healthy diet and lifestyle. For example:

- by switching from sugar to a table-top sweetener, you can cut off 4-5g of sugar for every teaspoon you add,
- by opting for one piece of chewing gum or hard candy with low/no calorie sweeteners instead of sugar, you can “save” 2-5g of sugar.

www.sweeteners.org

Do you think you consume a lot of sugar?

**If so,
MAKE A PLEDGE
to cut down on
sugary treats and
find tasty sugar
alternatives.**

References:

- 1 (European Food Safety Authority (EFSA), 2011;9(6):2229; Commission Regulation (EU) No 432/2012, 16 May 2012)
- 2 (FDI World Dental Federation, Policy Statement 2008)

WE PLEDGE TO...

COMMUNICATE THE SCIENCE ON THE
ROLE LOW/NO CALORIE SWEETENERS
CAN PLAY IN GOOD ORAL HEALTH



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This World Oral Health Day, we **Unite for Mouth Health** by making a pledge to inform on the science supporting the role low/no calorie sweeteners can play in good oral health.

Low/no calorie sweeteners are tooth-friendly ingredients

Unlike sugar and other fermentable ingredients of our diet, low/no calorie sweeteners are not broken down by oral bacteria, and that is why they do not contribute to tooth demineralisation, which is one of the reasons for tooth decay.

Scientific evidence

Frequent consumption of sugars contributes to tooth demineralisation (loss of calcium and phosphate from the tooth enamel). Consumption of foods/drinks containing low/no calorie sweeteners instead of sugar and as part of a varied and balanced diet and a healthy lifestyle may help maintain tooth mineralisation by decreasing tooth demineralisation.¹

When sugars are replaced with non-cariogenic sugar substitutes in foods and drinks, the risk of dental caries is reduced.²

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WE PLEDGE TO...

CONTINUE SUPPORTING HEALTHY
FOOD ENVIRONMENTS



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Governments around the world are committed to addressing the shared challenge of non-communicable diseases (NCDs). Dental diseases are the most prevalent and preventable NCDs globally and one of the sugar reduction objectives as set by the World Health Organization (WHO) in their 2015 guidelines on sugars intake for adults and children.

Policy makers have urged food and drink companies to help create healthy food environments by reformulating products to provide healthier options. Low/no calorie sweeteners are used in foods and beverages in place of sugar to provide sweet taste without the calories. They are also tooth-friendly ingredients as they are not broken down by oral bacteria and do not contribute to tooth demineralisation, which is one of the reasons for tooth decay.

Due to these properties, low/no calorie sweeteners enable manufacturers to support oral health by contributing to healthy food environments.

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