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? TRIDENT
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? Media:
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#1 GLOBAL GUM BRAND

BURSTING WITH MORE FLAVOR
SPEARMINT ARTIFICIALLY FLAVORED

14 STICKS SUGAR FREE GUM WITH XYLITOL

ENJOYED AS THE FIRST PATENTED SUGARLESS GUM IN THE CATEGORY AND THE FIRST PRODUCT PROMOTED AS NOT CAUSING TOOTH DECAY!

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