

# OH MY GUM!

Chewing gum as it should be.





Plant-based | Plastic-free | Biodegradable | Sugar-free | Spill-proof



# REGULAR CHEWING GUM

## *The problem*

---

### CONTAINS HIDDEN PLASTIC

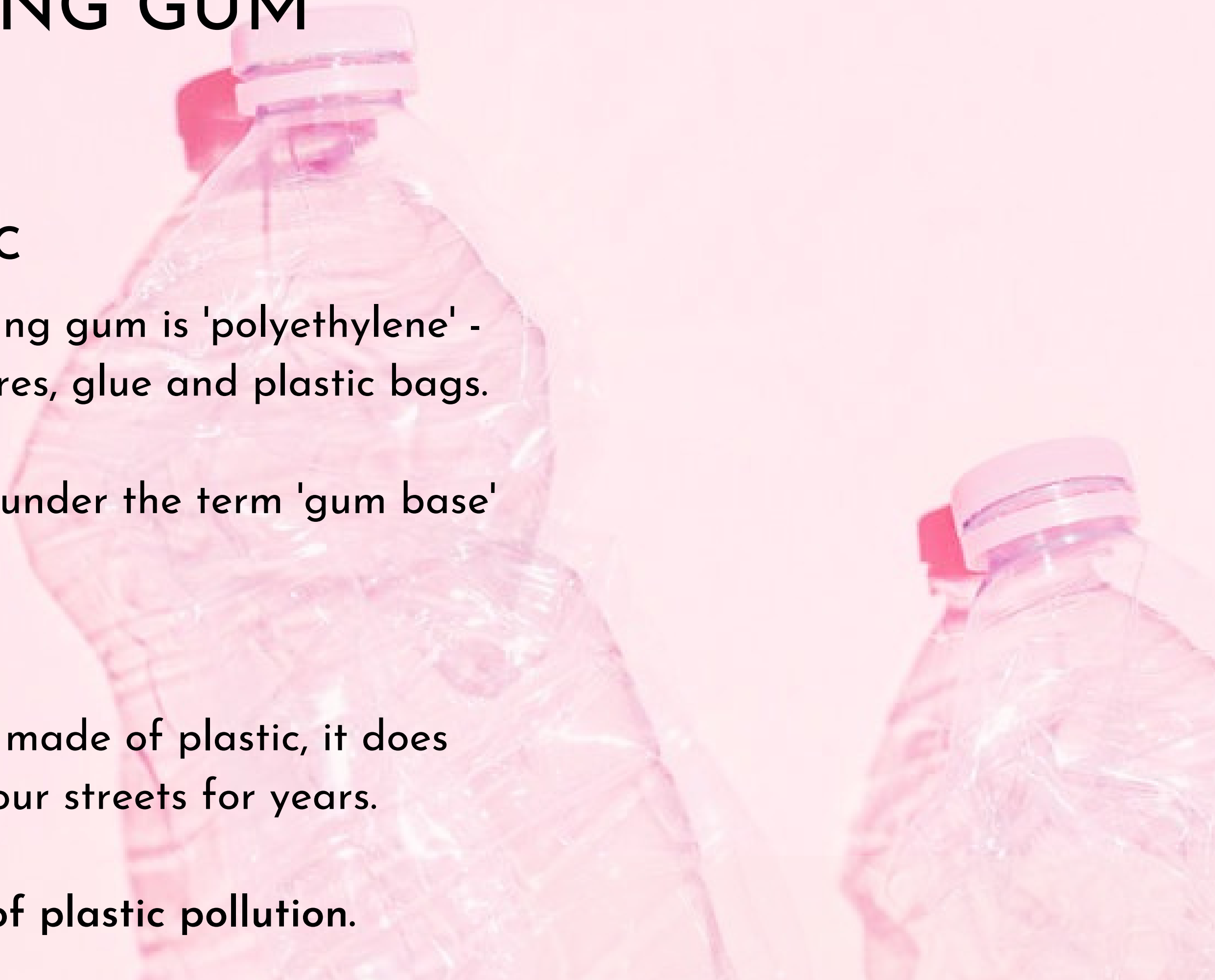
Main ingredient in regular chewing gum is 'polyethylene' - a plastic that is used to make tyres, glue and plastic bags.

This plastic ingredient is hidden under the term 'gum base'

### DOES NOT BIODEGRADE

Because regular chewing gum is made of plastic, it does not biodegrade and sticks onto our streets for years.

It is the second biggest source of plastic pollution.







OH MY GUM! is the chic and sustainable alternative to traditional chewing that is made with the same plastic used to make tyres and glue.





OH MY GUM! is made with natural biodegradable chicle (tree sap) and all natural flavours. No sugar - sweetened with 100% plant-based tooth-friendly xylitol.



SUSTAINABLE  
**FOOD**  
AWARDS  
**2021**  
WINNER

Proud winners of the  
Sustainable Food  
Awards 2021 for the  
'New Sustainable  
Product' category







## MEET THE FOUNDER

Malak Ben-Hmeda

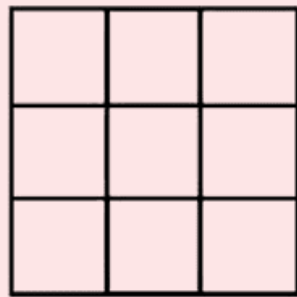
" I was horrified when I found out that traditional chewing gum was full of plastic. At a time when we are all trying to reduce our plastic footprint, it is crazy that there is practically no communication around the plastic content in regular gum. I became fixated with the idea of bringing chewing gum back to its plant-based roots in style and building the world's first premium chewing gum brand."

OH MY GUM!

# Stockists

EREWON

*daylesford*  
ORGANIC FARM GLOUCESTERSHIRE



SOHO HOUSE

*Partridges*  
LONDON

CAVIAR  
HOUSE  
& PRUNIER



*in the press*

Condé Nast  
**Traveler**

COUNTRY & TOWN  
**HOUSE**

**Forbes**

*Red*

**HELLO!**

  
**THE TIMES**



*Get in touch*



[malak@ohmygum.com](mailto:malak@ohmygum.com)



07377866990



[@oh.my.gum](https://www.instagram.com/oh.my.gum)



[www.ohmygum.com](http://www.ohmygum.com)

