

The background features a dynamic, stylized illustration of blue waves and water splashes. The waves are rendered in various shades of blue, from light to dark, with white highlights that create a sense of movement and depth. The overall effect is fresh and energetic.

Freshen-up™

**The GUM that gives
you a burst of flavor
in your mouth!**



Freshen-up™

One of the most novel advancements in chewing gum was Freshen-Up™ Gum launched in 1975. The unassuming cube of gum was filled with a surprise liquid interior that would squirt in your mouth when you bit down. This burst of flavor would not only freshen your breath but enhance the flavor of the gum.

A handful of creative slogans and commercials followed as well as some copycat products but nothing compares to the popularity of the original brand.

The breath freshening flavors like peppermint, spearmint and cinnamon were followed by a sweet burst of bubble gum.





“he didn’t know the gum was loaded”

“the gum that goes squirt”

Memorable commercials, catchy jingles and fun slogans



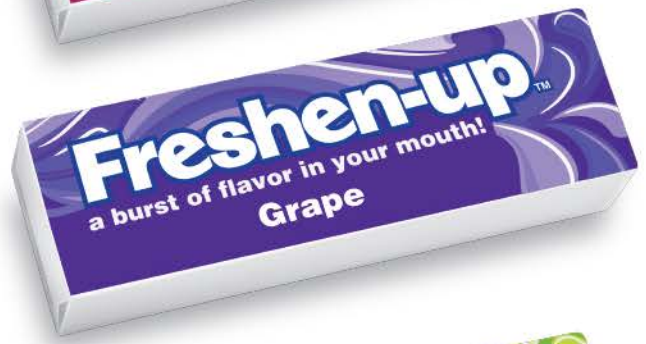


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