

## vitamingum® Fresh Spearmint Beats Trident Vitality™ Rejuve™



**Flavor:** The flavor here is very subtle from the get-go. It's a not-too-powerful version of the classic spearmint flavor, and it pretty much tastes exactly how you'd expect it to taste. Although I personally wish the flavor were stronger, I'm sure many people are tired of the new trend in gum that tries to slam you with flavor on the first bite and literally takes your breath away.

**Texture:** As Shannon mentioned in her review of vitamin-gum Cinnamon, in order to get at least 30 percent of all your daily vitamins, you'd have to chew six pieces of vitamingum. Now this sounds like a lot, but these pieces are so small that I can't imagine myself chewing just one at a time again. I'm not a two-piece chewer usually, but the gum disintegrates quickly and there's not much substance there. The texture, though, is a fine balance of firm and soft and lasts for at least ten minutes (...which is a good thing, because the directions on the package instruct you to chew for that long, at least. More on that in a bit.)

**Presentation:** Shannon described the packaging of the vitamingum line quite succinctly in her review. I have to say that my favorite thing about the packaging is that this gum comes with directions, in case you're totally befuddled by this product: "Directions: Chew gum 5-10 minutes to ensure release of nutrients." I'm a fan of really obvious directions, the likes of Pop Tarts, "Open pouch, insert in toaster, enjoy." But I suppose the vitamingum instructions aren't entirely unnecessary, as someone who is using this gum as solely a vitamin supplement might assume that a few quick bites would do the trick. I think they're really creatively written, too — "to ensure release of nutrients" sounds very serious and scientific, as opposed to something like "to make your blood way more healthy-like."

**Overall:** Folks in Texas probably would not be a fan of this gum. There's nothing big here — little flavor, little pieces, a little bit of vitamins. But not everyone is in the market for these new-fangled, over-the-top gums in shiny florescent packs. Some people are looking for a little piece of gum to freshen the breath and add a little bit of health to their day. For them, this gum is a breath of fresh air in a market dominated by gimmicks and liquid-centered-flavor-bombs.

**Rating: OOOO (five gumballs)**



**Flavor:** So this gum is called "Rejuve," with the subtext, "A rejuvenating blend of luscious mint and white tea." Uh. I'm going to go out on a limb here and say that this is...spearmint. And I think subliminally, that's what they're telling you with the packaging — it's the green package in the Vitality trio (alongside blue and orange). It's a really good spearmint, actually, sweet and long-lasting. The taste reminds me a lot of those gelly spearmint candies that are covered in sugar, which my mom used to buy a lot when I was a kid. I loved those things, but I haven't found the urge to buy those sugarbombs myself in my adult life, so it's nice to have this throwback to an old classic, without rotting my teeth. That said, I don't see anything "luscious" about the flavor, nor do I detect any semblance of white tea. At all.

**Texture:** The crunch at the beginning is really pleasant, and contributes to that memory of the crunchy sugar coating on the aforementioned spearmint leaf candies. It might be a little soft for some, but I think the consistency is just firm enough. Again, I wouldn't describe it as "luscious." The soft center varies from piece to piece, I find, some pieces pumped with a firm gel, others with almost no variation in texture at all.

**Presentation:** They're going for sophisticated, healthy. "Rejuve," "Awaken," and "Vigorate" sounds like the names of the Tazo Teas they sell at Starbucks, but there's nothing tea-like about any of these gums. It's just gum — good gum, don't get me wrong, but just... gum. The marketing here is just misleading.

**Overall:** I'd buy this again, but not for the reasons they want me to buy it. I offered it to folks in the office, and they didn't seem to care about the added benefits, whether or not it wakes you up or spikes your daily vitamin intake. For the most part, when co-workers saw it on my desk, they picked up the package and just asked one question — "Is it any good?" Oh yeah, it's pretty good. So good, in fact, that I took it out of the free gum and candy basket on my desk.

**Rating: oooo (four gumballs)**

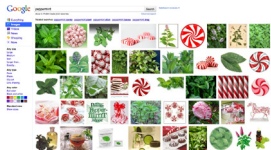
## vitamingum® Fresh Peppermint Beats Trident Vitality™ Awaken™



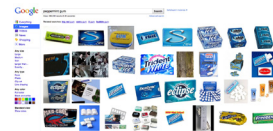
**Flavor:** Brrrr. I'm usually not a fan of peppermint gum, as the cooling sensation tends to be a little too strong for my tastes-- something about those Halls menthol sinus-clearing fumes that just doesn't do it for me. vitamingum, however, has produced a much more delicate cooling sensation here. It's subtle, well-balanced, and lasts as long as the other, more pungent varieties.

**Texture:** The pieces are a little small, but that's a matter of preference. I popped a second in my mouth and was satisfied, and discovered that a proper serving size, according to the package, is indeed two pieces. That said, it's as balanced a texture as it is a flavor, and provides a consistency that doesn't harden or stale the longer you chew.

**Presentation:** There's a characterization of flavors that happens in the gum world (and the candy world in general) that doesn't necessarily correspond with the natural properties of the flavors represented. An "apple" flavored lollipop doesn't really taste like an actual apple in most cases, nor does a piece of watermelon Hubba Bubba remind you of a cool wedge of fruit on a hot summer day. Take the packaging of the flavor spearmint. When you think of it, what color comes to mind? Green, right? Well, what about Peppermint? When I think of peppermint, I think of the green leafy stuff that nice ladies grow in terracotta pots in the summertime. But what about in the gum world? I did a quick Google image search on the word "Peppermint," and here's what came up:



Meanwhile, a search for the words "Peppermint gum" produced this result:



What what what? How did that green leafy plant become this crazy blue color? The peppermint plant itself doesn't even appear on any of the packages, replaced by swirls and lightning bolts and electric shock stuff. I'm guessing the blue-ness is an interpretation of the distinct cooling sensation present in peppermint that is missing in lots of other mint varieties — a cool, glacier-blue flavor that refreshes your whole mouth and leaves you feeling brisk and alive and skiing in the alps on your coffee table! Brrr! (York Peppermint Patty commercials... anyone?) I respect this artistic rendition of the peppermint I know and love, and hey, vitamingum even puts a leaf on the pack!

**Overall:** It's good for you, too! (Well, it has vitamins, anyway.) Although 10 percent of your daily vitamins in one serving of vitamingum might not sound like a lot, I can't imagine chewing the entirety of this pack in any less than a day or two. So you say, (stand back... I'm going to try math) 12 pieces to a pack, 2 pieces to a serving, 10 percent of vitamins per serving and... um... well... it's still better than nothing, right? I don't know, you figure it out.

**Rating: OOOO (five gumballs)**



**Flavor:** The box says "A peppy peppermint with a dash of ginseng," and it's a peppy peppermint, indeed. You get the initial blast of freshness you do with most pellet gums, especially those with a liquid center, and when the candy shell dissolves you're left with a soft mint that's easy on the taste buds and sinuses.

**Texture:** Sub-par. It starts off nice, with a tiny burst of goo in the middle, and then just goes downhill. It gets way too soft, way too fast. I suppose some might like this kind of softness, but it's really stringy and sticky. There'll be no cracking, snapping or popping with this gum.

**Presentation:** I don't know what's going on here. It's your average pellet pack, placed inside a fancy-looking box. Why? It seems like overkill. It's also kind of annoying. Traditionally, pellet packs are in cardboard sleeves, so you can push the pack out from one end so that it pops out the other. With this box, it's only open on one end, so there's nowhere to push the pellet pack out from. You have to either shake it, or get a little fingernail's grip on the pack to pull it out. The whole thing seems really unnecessary, and kinda pretentious to me. The graphics themselves are nice, a metallic silver with a simple dew-speckled peppermint leaf, but I think it would have been just as effective on your standard pellet pack sleeve. (ETA: I found an article that said one of the purposes of the box was so that the pellet pack wouldn't fall out. Has anyone ever had an issue with pellet packs falling out of their sleeves? I haven't... and we all know how much gum I chew.)

**Overall:** Move over Extra Dessert Delights, Trident Vitality has caught the attention of the Gum World. Everyone's talking about it. However, in the opinion of this Gum Girl, the "Latest and Greatest" falls short. In the interest of science, I popped a piece of "Awaken" on this fine Monday morning as I got into the car to drive to work, before drinking my coffee. I arrived at my job still as tired and dragging as I would any other Monday morning. It's a Gum Gimmick, pure and simple. Much like Stride Shift, and 5 React, there's really nothing special about Trident Vitality. They just like to make you think there is.

**Rating: oo (two gumballs)**

## vitamingum® Fresh Cinnamon Beats Trident Vitality™ Vigorate™



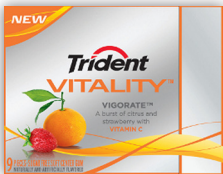
**Flavor:** Cinnamon seems to be a hard flavor to get right in the gum world, and a really good cinnamon gum is hard to find. I always tend to judge cinnamon gums against my all-time favorite cinnamon treat, the Atomic Fireball. To me, the Atomic Fireball was always so perfect - it had a brief period of mouth-tingling hotness, and just when you think it's getting to be too hot to handle, the sweet layer kicks in and lulls the fire into a perfect warmth. This gum is pretty similar to that - starts off awesomely strong, and settles down nicely. vitamingum really did a nice job with the cinnamon.

**Texture:** When I bit down into my first piece, I was concerned. Although it's a pellet, there's no discernible candy shell crunch, and the first few chews are really way too hard. Thankfully, within 5 - 10 chews it softens up nicely. The chew has a slight stickiness, but nothing too horrible. It does have a little squeak, as well.

**Presentation:** Minimalist, standard pellet pop-out pack. Stark white with the perfect shade of cinnamon-red. The logo is reminiscent of vitaminwater, with the space between the words removed. I've said before that I like when cinnamon gum packaging features actual cinnamon sticks, and we've got that here.

**Overall:** vitamingum has hopped on the Gum Friends-with-Benefits bandwagon, but instead of claims to "vigorate," "vitalize," "release energy," or any other other vibrant marketing terms other brands have conjured up, vitamingum just claims to have vitamins. In and of itself, that's pretty cool. I know that I am pretty terrible at remembering to take my multivitamin each day, and this makes me feel a little better about that. It should be noted, though, that each two-piece serving of vitamingum only contains 10% of the recommended daily value of 12 vitamins, so you'd have to chew 20 pieces of this (almost 2 whole packs) to get your 100% of vitamins for the day.

**Rating: OOOO (four gumballs)**



**Flavor:** The "burst of citrus and strawberry with vitamin C" here tastes an awful lot like the rainbow to me. The flavor at first is reminiscent of orange Skittles, in a good way, but is as fleeting as the goo inside the pellet. There is a nice cooling sensation that lasts throughout the whole chew, and the flavor is pleasant enough for a while, but it's nothing that Orbit Citrusmint hasn't done before (and better).

**Texture:** The first bite is a lot like a Skittle texture-wise as well, one that's been sitting out in the sun for a few minutes and is nice and soft inside. But after the crunch is gone, it's all mush. It falls apart as you chew, which to me is one of the worst qualities in a gum. Not everyone wants a firm gum, and it's refreshing to see variety in textures that appeal to different preferences. "Crumbly," however, is not a characteristic of gum at all. In fact, it's the opposite of what a gum should be.

**Presentation:** Shannon discussed the misleading health claims that Trident is employing with this new line of gum in her review of Trident Vitality Awaken. Sure, there are maybe some traces of vitamin C here, but you shouldn't be supplementing a good old fashioned orange with this a pack of Vigorate. I secretly expected a little burst of energy when I chewed my first piece, but it did little to quell the three o'clock work doldrums. The pack is clean and well designed, and I do actually like the aesthetic of the flap that clicks when you close it, even if it doesn't actually do anything.

**Overall:** If you're in the market for a mid-afternoon boost of vitamin C to get you through the day, don't bother with Vitality. Have an orange, some tomato salad, or a handful of strawberries (dipped in chocolate if you're feeling particularly droopy). If you're looking for a sweet post-meal treat to replace that bag of Skittles you've been eyeing in the vending machine since breakfast, then go ahead and stash a pack in your desk drawer. It's ok.

**Rating: ooo (three gumballs)**