

the eye  
HAVE YOU GOT THE EYE?

NEW

EVER MADE  
OUT WITH A  
WATERMELON?

NEW  
PACK  
TURBULENCE®  
SUGARFREE CHEWING GUM  
WATERMELON

5 GUM  
STIMULATE YOUR SENSES

THINK TWICE

The advertisement features a close-up of a person's mouth with lips painted to look like a watermelon rind and a slice of watermelon inside. A hand with a black nail polish is holding a pack of 5 Gum Turbulence Watermelon flavor. The pack is partially unwrapped, showing a red and green gum piece. The text 'NEW' is in the top right, and 'EVER MADE OUT WITH A WATERMELON?' is written in white on the person's chin. The 5 Gum logo and 'STIMULATE YOUR SENSES' are in the bottom left, and 'THINK TWICE' is in the bottom right.

5 GUM: STIMULATE YOUR SENSES. PHOTOGRAPHER: TOM VAN SHELVEN



NEW  
SPEARMINT

FLAVOUR  
THAT TAKES  
YOU OVER!



5  
GUM  
STIMULATE YOUR SENSES

THINK

5 GUM: STIMULATE YOUR SENSES. PHOTOGRAPHER: TOM VAN SHELVEN



5 GUM: STIMULATE YOUR SENSES. PHOTOGRAPHER: TOM VAN SHELVEN

the eye  
HAVE YOU GOT THE EYE?

**NEW**

EVER HAD  
SPEARMINT  
ELECTRIFY  
YOUR KISS?

**5 GUM**  
STIMULATE YOUR SENSES

**ELECTRO**  
A TINGLING SPEARMINT  
SUGARFREE CHERRY GUM 100% NATURAL

THINK TWICE

5 GUM: STIMULATE YOUR SENSES. PHOTOGRAPHER: TOM VAN SHELVEN