

Dear Orbit Woman,

Is it okay if I call you that? To be quite honest – and that is something I am working very hard on being – I don't know your real name and I don't really care to. I know I can probably find it on Google or something, but I figure that the only reason I know of you is because you are the face of Orbit gum, not because of who you really are. Wait, I'm sorry. Was that too honest? My therapist and I are trying to find my perfect balance. Please let write me back if I offended you – or if I offend you later in this letter, which is quite possible.

Anyway, I am writing to let you know that I really admire the work you have done so far to help market the Orbit brand. I personally think that Orbit is by far the best gum brand out there at the moment and you have certainly helped spread the word with your one-liners and huge smile. Are your teeth really that white or do you use teeth whitening strips? I hope Orbit is the cause of your pearly whites because that is one of the many reasons I chew it.

When I was younger, my parents refused to let me chew gum because they thought I would chew too hard and bite off my teeth. I was what people today call “ADD,” so I can understand my parent's fear of my hyperactive behavior. I did bang my face a few times into walls or trees when I didn't watch where I was going, but I don't have any longtime bruises, so there is no need for you to worry about me. Their insistence on my avoiding gum was really intense so naturally, when I was older, I began to chew gum behind my parent's backs. I slowly became addicted, but once I got my first cavity, I became worried that perhaps they were actually right. Not about me biting off my teeth, but about my teeth, well, I guess, eating away at themselves or something like that. I am not very good at science so I don't know what the scientific term is for that happening, but I am sure it exists.

Then, one day, I saw the Orbit commercial where the woman at work realizes she has finished her pack of Orbit gum and decides to eat her shoe and the dirt from her plant instead. All of a sudden, you came onto the TV screen with that perfectly tailored outfit to remind me that I don't need to have a dirty mouth like that woman because Orbit is “Fabulous” and “For a good feeling – no matter what.” Now, I am more of a mint girl myself – actually, I am obsessed with anything mint.

Even at the dentist, when they brush your teeth with that toothpaste that has the texture of sand, I make sure they use mint and not cinnamon. But the flavor you were showing in that commercial was Lemon-Lime and I just had to try it. So, I went out and bought a pack and now I am obsessed with that too. Though, my dentist does not have that Lemon-Lime flavored toothpaste yet, even though I have told him to get it numerous times.

In any case, I now carry around a pack of Orbit gum absolutely everywhere I go. I don't know when I may run into an ex-boyfriend or have an interview, but I know that I am better off safe than sorry. I am not sure if you have a boss I should be writing this letter to, but I needed to let someone know that I think it is absolutely necessary for you and your pearly whites to continue being the face of this company. You have shown people just how ever-lasting Orbit flavor is, how it makes your teeth white, and how it has the perfect amount of chew to it that won't make your jaw tense up and stiffen, which is something that usually happens to me. Most importantly, you have shown how Orbit makes you endlessly happy, even if sometimes I do feel like you are acting (are you?).

I hope I haven't offended you because it would really make me sad to know that I was the cause of turning your smiles into frowns. With that said, please respond to me. My therapist will be really happy to know that I have been working hard on her advice, but maybe I still need help.

Fabulously,

Your Number One Fan