

## ITA-1111 Sports Mouthpiece



PERFORMANCE MOUTHGUARD for non-contact sports; Superior protection and comfort.



PERFORMANCE MOUTHGUARD for contact sports; Superior protection and comfort.

### **Description**

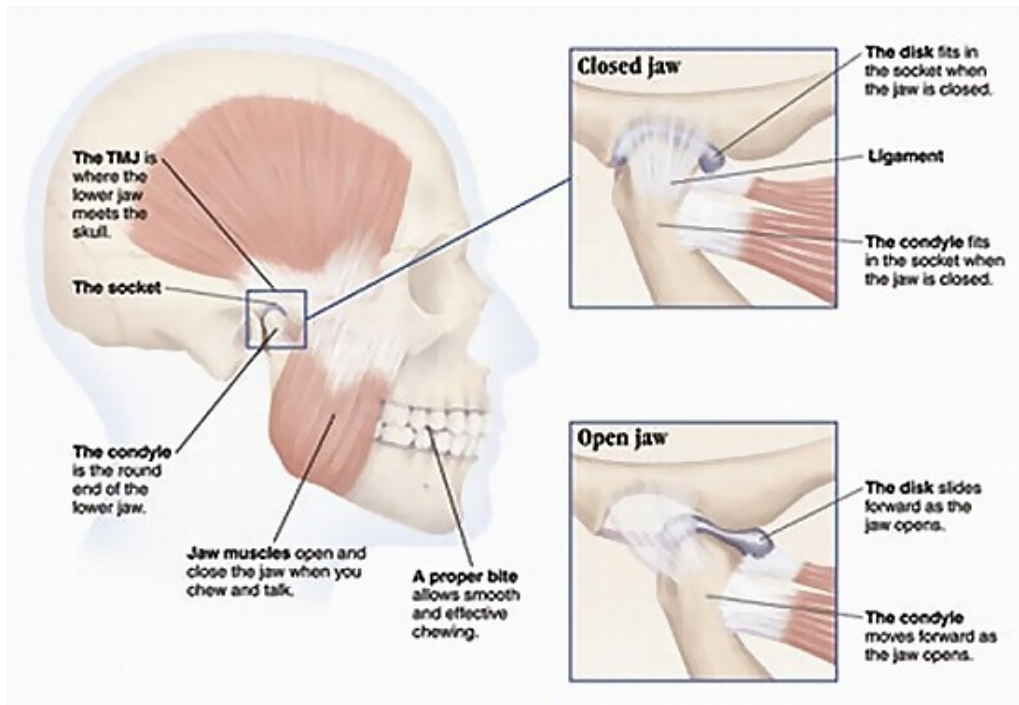
UNTIL RECENTLY, customized SPORTS MOUTHPIECES were available to the public only through your dentist. This was largely due to the level of skill in taking one's teeth impression, the impression required to cast a model and form customized SPORTS MOUTHPIECES. Most dentists send teeth IMPRESSIONS to dental labs (just like ours) to be cast and molded, & finally customized into form fitting SPORTS MOUTHPIECES delivered back to the patient a few days later. Typically, the cost for an upper or lower sports mouthpiece range between \$400.00 and \$1200.00!

### **Benefits**

How does the Sports Mouthpiece work?

Clenching the jaw triggers the production and release of a littany of hormones, including cortisol, a stress hormone. Sport Mouthpieces prevent teeth clenching and relieves pressure on the temporomandibular joint (TMJ).

By preventing the excessive production of hormones, the body is able to work to its full potential.



The human body has a built in governor that holds back energy at the times it often needs it the most—the fight or flight response that results in clenching the jaw. Clenching the jaw with the teeth together deprives performance by compressing the temporomandibular joint (TMJ), signaling the hypothalamus which triggers the excess production and release of hormones including cortisol, the stress hormone.

By preventing the teeth from clenching together and then dropping the jaw forward & down (basically, putting a measured space between the teeth), will relieve pressure on the TMJ and change the signal to the hypothalamus, preventing the disproportionate production of hormones including cortisol.

Today, many of the world's most elite athletes and troops instinctively place their jaw into a position that is close to the optimal position. But without a device to interrupt the body's built in governor, there's no way to bolster it—the body's natural fight or flight response will ultimately force the clenching of the jaw as well as produce unnecessary stress.

Sports mouthpieces prevent the teeth from clenching together and pivots the jaw forward & down, relieving pressure on the TMJ and changing the signal to the hypothalamus. By preventing the disproportionate production of hormones including cortisol, the body is able to work at its full potential.

How does our Sport Mouthpieces differ from mouthguards?

Mouthguards provide protection. Our Sport Mouthpieces enhances performance; recommended by dentists, pro trainers, strength coaches and wellness experts.

#### Background History\*

Beliefs that custom-made mouth splints can increase athletic performance have been around for more than 50 years. In the early 1980s, Sports Illustrated, Runner's World, and other magazines reported how prominent athletes believed that wearing a mouth appliance had increased their strength and stamina. In 1982, a Journal of the American Dental Association (JADA) article said that in the 1950s and 1960s two dentists reported improved performance for athletes fitted with mouthguards. These dentists stressed that the primary value of the guards was protection from injury by acting as a "shock absorber." [5] Later, however, other dentists claimed that the benefits could be explained by the theories of "applied kinesiology."

Applied kinesiology (AK) is an elaborate pseudoscience initiated in 1964 by chiropractor George Goodheart. Its basic notion is that every organ dysfunction is accompanied by a specific muscle weakness, which enables diseases to be diagnosed through muscle-testing procedures. The most common test purports to measure muscle strength by pulling down the patient's arm after placing substances in the patient's mouth or by touching various parts of the patient's body.

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Mouth-splint advocates claimed that failure of the teeth to fit together properly can have far-reaching effects on the rest of the body and that temporomandibular joint (TMJ, jaw joint) problems can cause weakness and disease far from the joint itself. These notions were widely promoted to dentists by Harold Gelb, D.D.S., who directed the Temporomandibular Joint Clinic of the New York Eye and Ear Infirmary from 1958 to 1979 and subsequently served as a clinical professor at two dental schools. Gelb designed the Mandibular Orthopedic Repositioning Appliance ("MORA") and used applied kinesiology muscle-testing to diagnose and treat TMJ problems [1].

The concepts of applied kinesiology clash with scientific knowledge of human anatomy, physiology, and the causes or treatment of disease. Differences from one muscle test to another may be due to suggestibility, distraction, variations in the amount of force or leverage involved, and/or muscle fatigue [3]. In the 1982 JADA report, Charles Greene, D.D.S., a noted TMJ researcher, commented:

As far as sports go, these appliances came out of nowhere. They were originally developed for TMJ disorders. Suddenly, they are part of the armamentarium of a small group of dentists who claim these appliances affect other parts of the body. . . . One day it's a plastic appliance for the jaw and the next day, for the whole body [2].

The JADA report described three studies in which people were tested while wearing special mouth splints and placebo devices.

\*Stephen Barrett, M.D., Dental Watch

- Jakush J. Can dental therapy enhance athletic performance? Journal of the American Dental Association 104:292-296, 1982.
- Dodes J. The dentist and nutrition quackery. Nutrition Forum 2:77-80, 1985.
- Barrett S. Applied kinesiology: Phony muscle-testing for "allergies" and "nutrient deficiencies." Quackwatch, March 10, 2009.

**YOUR JAW IS THE ANSWER TO THE INCREASE IN POWER YOU NEVER KNEW WAS THERE.**

Did you know that your jaw could help you perform better? Hundreds of years ago Ancient Greek athletes bit down on leather straps for an edge during competition; Viking and Roman warriors clamped down on leather bits for focus on the battlefield. They knew something here worked, but the concept itself never evolved. Until now.

It's always been in you, but disallowed by one of the human body's instinctive responses – teeth-clenching. With safe, custom-built Sport Mouthpieces, athletes in any sport — from golf to baseball to cycling — can capitalize on this innovation that makes you stronger, faster and better. Whether you need protection in contact sports or you just want to improve your game, Sport Mouthpieces give every athlete an ADVANTAGE.

**AWESOME ATHLETIC IMPROVEMENT.**

Mouthguards can Increase your Strength, improve airflow and reduce stress (from clenching). Mouthpieces enlarge airway openings, resulting in less lactic acid build-up after intense exercise.

Our Sport Mouthpieces deliver a list of physical benefits that help you train harder and compete at a higher consistency than ever before. Our Sport Mouthpieces provide those very benefits, with the added protection of a customized mouthguard.

**BENEFIT: Increases Reaction Time**

Athletes may respond faster when wearing our Sport Mouthpieces. Clinical trials show an improvement in responding to auditory cues and potential improvement in response to visual cues.

**BENEFIT: Reduces Bodily Stress**

Excess cortisol causes stress, fatigue and distraction. Our Sport Mouthpieces decreases cortisol production, which means you feel & play better.

**BENEFIT: Reduces Impact**

When the jaw suffers an impact, energy can be transmitted to the head, which can cause concussion. Mouthguards have been shown to reduce the G-Force impact of blows to the jaw by up to 20%.

## ITA-1111 Sports Mouthpiece

Football  
Ice Hockey  
Lacrosse  
Boxing  
Martial Arts  
Wrestling  
Basketball  
Soccer  
Baseball  
Cycling  
Gymnastics  
Inline Skating  
Skiing  
Snowboarding  
Volleyball  
Softball  
Golf  
Running  
Swimming  
Weight Lifting  
Yoga  
Pilates  
Tennis

### UNCLENCH YOUR TEETH AND RELEASE A BETTER ATHLETE.

We are “hard-wired” to clench our jaw.

It's our natural reaction is to clench the jaw while competing & training. It's part of the “fight or flight” programming of our brain. A clenched jaw & teeth compress the temporomandibular joint (TMJ), triggering the release of performance-zapping hormones (like cortisol) that produce distraction, stress and fatigue.

Our Sport Mouthpieces helps your performance by releasing the power of the jaw. It prevents your teeth from clenching & pivots your jaw forward to relieve pressure on the TMJ. Excess negative hormones & the energy-draining effects will vanish, so the body can now work at its full potential!

Independent studies conducted at some of the nation's top universities and research centers have provided very valuable insight to the advantages of Sport Mouthpieces.

### WHO SHOULD USE Our Sport Mouthpieces?

Athletes are currently relying on the superior performance and protection benefits of Sport Mouthpieces. But it isn't just for pros – Sport Mouthpieces are for all athletes who want to excel in their sport or activity.

### HOW DO I CHOOSE THE RIGHT PRODUCT?

Our Sport Mouthpieces offer superior protection in addition to its performance benefits and should be used in contact sports such as football, hockey and lacrosse. The Sport Mouthpieces are appropriate for non-contact and limited- contact sports such as running, soccer, baseball, golf, tennis and training.