



# OFFERING A BRAND THAT GETS PATIENTS TALKING

↘ Reid Hines, DDS | Private Practice – Pace, Florida

Few products in the dental office generate much word-of-mouth attention for a practice. Of course, dentists aim to provide patients with a high level of service and care in order to drive referrals and word-of-mouth, but dental products themselves seldom create much excitement. However, the recent introduction of a dental product line with a prominent consumer brand is helping to change that for many offices.

The product line, Under Armour Performance Mouthwear™ (UAPM), includes custom mouthpieces and mouthguards designed to enhance athletic performance. The Under Armour logo is highly recognized among athletes and young people, providing a rare opportunity for dentists to associate their practices with a popular consumer product line.

This performance mouthwear uses a patented wedge technology called ArmourBite®. When under stress or strain, such as during athletic activity, people regularly clench their teeth. The pressure from this clenching has been shown to trigger the release of cortisol. Excessive cortisol is known to negatively impact strength and endurance and stress reduction. Research on Under Armour Performance Mouthwear has shown that using its patented wedge technology to maintain the space between the teeth results in athletes feeling calmer, more relaxed and more focused.

UAPM has also been shown to open the airway wider to aid in oxygen exchange. Thus, it can help reduce lactic acid accumulation and improve endurance. Additionally, the custom mouthguard can reduce impact from blows to the jaw, giving athletes in contact sports a performance-enhancing and protective edge.



## CONNECTING WITH PATIENTS

I have been an Authorized Provider of UA Performance Mouthwear for more than a year, and the success my practice has experienced with the products makes me very optimistic about the road ahead. The product is one that interests athletes of all levels, and the process of introducing it to patients is simpler than many would guess. During the intake interview and a patient's first examination in the office, most practices are likely already gathering information about whether a patient participates in sports or if there is a concern with tooth wear. This presents a natural opportunity to begin a conversation about how performance mouthwear can give the patient an extra edge. In my discussions with patients, I find that tailoring my description of the product's benefits to the patient's specific activity really helps pique their interest. For instance, a weight lifter is curious about something that can help him finish a few more reps. A tennis player is eager to hear about a product that can give her serve extra power. Even weekend athletes are interested in getting to the next level of performance, and the Under Armour line is a powerful way for dentists to help them achieve their goals.

## PRACTICE-BUILDING ADVANTAGES

The practice-building opportunities grow even more for dentists who work with sports teams. As the team dentist for the Pensacola Flyers, I have fitted the team with UA mouthguards and also have my practice logo displayed on the ice at their facility. The team members themselves are enthusiastic about the mouthguards and have been a significant help in promoting them. I also work with several high school and college teams, and find that word spreads quickly among these communities when one student gets a mouthguard or mouthpiece. I have even had teams inquire about the mouthguards after seeing them worn by members of the opposing team. Whether it's due to teamwork or competitiveness, once athletes see another player with the mouthwear, they want the edge for themselves.

In my experience, the word-of-mouth promotion for the mouthwear is not limited to athletes who participate in team sports. If a patient is wearing the mouthpiece in a weight room, on the golf course, or at the tennis court, it is a frequent conversation starter with others who are curious about what it does.

An added benefit has been the support Under Armour has provided while I launched this product offering in my practice. The sales and support teams are top-notch, and willing to go above and beyond to assist with anything from simple questions to expediting a case when necessary.

## A RELATIONSHIP BUILDER

Of course, I did not become an Authorized Provider simply to sell mouthpieces. I did it to bring an exciting product offering to my practice, which I knew I could use to build relationships with both new and existing patients. This is exactly what has happened, and I have been able to strengthen my practice's ties to the community via sports team sponsorships and by providing exceptional care in general dentistry – in addition to offering the mouthwear to patients.

Under Armour will soon introduce an extension to its line of performance mouthwear with retail products that patients can purchase through Authorized Providers or select sports retailers. This introduction will create new opportunities for Authorized Providers to work with younger athletes in mixed dentition, as well as introduce the concept of ArmourBite technology to patients at a lower price point. I encourage other dentists to register for an Under Armour webinar at [www.bitetech.com](http://www.bitetech.com) and learn more about becoming an Authorized Provider in order to gain access to this unique technology, which is becoming more visible and popular with patients every day.



### UA PERFORMANCE MOUTHPIECE

Performance mouthpiece for non-contact sports. Designed for optimal fit and comfort.



### UA PERFORMANCE MOUTHGUARD\*

Performance mouthguard for contact sports. Superior protection and comfort.

Exclusive  
Distributor

PATTERSON  
DENTAL

TO BECOME AN AUTHORIZED PROVIDER OF UA PERFORMANCE MOUTHWEAR, CONTACT YOUR SALES REPRESENTATIVE, LOCAL BRANCH OR CALL 1.800.873.7683