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**To all media**

**Rutgers University Unveils Research Study on the Pure Power Mouthguard (PPM)**

The results of a year long study by a team of Rutgers University researchers are in support of the claims of the Pure Power Mouthguard (PPM), a sport orthotic that is being offered by Los Angeles area dentist Dr. David May.

According to the team of researchers, the device significantly improves vertical jump and peak power performance for today's professional, collegiate or amateur athletes.

Manny Ramirez, LA Dodgers, Shaq O'Neil, Phoenix Suns, Josh Brown, St. Louis Rams, Michael Turner, Atlanta Falcons, Scott McCarron, PGA and Steve Elkington, PGA are just a handful of notable sports heroes using the high-tech device since it was launched only two years ago. Even celebrities like Mario Lopez and Chris Harrison are believers in the device and use it religiously during their workouts at the gym.

Researchers at Rutgers recently decided to put the appliance to the test with a number of athletes in a blinded, crossover study. All subjects used for their study were randomly selected and were all fitted with a PPM. The research team, led by Dr. Shawn M. Arent, examined the effects of the PPM and another custom-fit mouth guard on muscular endurance and anaerobic power.

Participants in the study took part in three performance tests: vertical jump, bench press for a load equal to the bodyweight for maximum repetitions, and a 30s Wingate Anaerobic Test (measures peak power output).

The results of the study speak for themselves. Subjects using the PPM immediately noticed a "significant improvement" in vertical jump and peak power. The researchers concluded that the neuromuscular dentistry-based mouth guard appears to enhance power output and performance in explosive, short duration bouts of exercise. Based on the findings, it appears that the PPM definitely has practical value for athletes in power sports.

Dr. May, who is a graduate of the prestigious Las Vegas Institute (LVI) for Advanced Dentistry, is thrilled from the results of this study from one of the world's most esteemed institutions that is committed to excellence in research. The inventor of the device is Dr. Anil Makkar who is also a graduate of LVI.

"Everyone who has been using the PPM — amateurs and professionals alike — has noticed a big difference in their sport of choice," says Dr. May.

"The research carried out by Rutgers further solidifies what everyone is saying: The PPM works."

Athletes and even the researchers at Rutgers have all wondered what the secret behind this miraculous invention? Dr. May says that it works on the basis of human physiology.

“It begins with looking at how the body functions as a whole,” he says.

“Over 90% of the population has an overbite, and one of the negative effects of an overbite is that it causes muscle tension,” he says. “When the neck and jaw muscles are tense, the body can’t perform at its peak. Strength is lost and balance is diminished. So on the most basic level, what the PPM does is allow the body to perform at its absolute peak, in a purely natural way.”

There are two different PPMs that athletes can obtain: One for the upper teeth and one for the lower.

There are currently over 300 professional athletes are using the PPM, with representation in Major League Baseball (MLB), the National Basketball Association (NBA), the National Hockey League (NHL), the National Football League (NFL), and most sports in the National Collegiate Athletic Association (NCAA). As well, there are over 1,000 collegiate, Olympic and amateur athletes who have embraced the PPM phenomenon.

Dr. May knows that the number of athletes using the appliance will only continue to climb.

“I would encourage anyone who is interested in improving their athletic ability to talk to us about taking a short and simple test for the PPM,” says Dr. May.

“We all have different goals when it comes to sports, but there isn’t anyone who wouldn’t like to have an overall increase in strength, balance, and range of motion. The PPM is a great, natural way to achieve these things.”

For more information on the PPM, please visit [www.ppmmouthguard.com](http://www.ppmmouthguard.com)

For more information on the Rutgers research study and for all media request, please contact:

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