



NEWS RELEASE

Attention: Sports/Health/Lifestyle Editors

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ALTIMA DENTAL CENTRES DONATE TO ONTARIO HOCKEY TEAMS

Altima campaign also helps athletes lower risk of concussion

Toronto, Ontario: A properly-fitted mouthguard may be the smallest piece of hockey equipment, but it can be one of the most important. Mouthguards prevent and reduce injury to an athlete's mouth and brain. Starting September 7, hockey players across Ontario will be able to visit any Altima Dental Centre and get fitted for a custom mouthguard designed in their team's colours.

For each Altima Smartguards mouthguard, Altima Dental will donate \$10 to the player's hockey team or league of choice.

"Mouthguards act like a cushion, helping to absorb the impact of a blow more evenly," said Dr. George Christodoulou, Altima Dental Canada President and co-CEO. "Not only do they lower the risk of broken teeth, but they also play a role in preventing concussions. Every hockey player should wear a custom-fitted mouthguard."

Research indicates that pressure-laminated mouthguards can protect against concussions by reducing shock to the head, neck and teeth (Journal of Athletic Training, 2001). Athletes who do not wear a mouthguard are almost twice as likely to suffer a dental injury compared to those who do wear one (Sports Medicine, 2007).

Health Canada, the Canadian Dental Association and the Canadian Academy of Sports Medicine recommend wearing a custom-fitted mouthguard during activities that present a risk of dental injury or concussion. A single blow to the mouth may result in months or even years of treatment, with costs ranging from hundreds to thousands of dollars. Typically custom-fitted mouthguards can cost about \$250 each.

For a limited time, Altima Dental is offering custom-fit colour team logo Altima Smartguards mouthguards for only \$75 each.

(more)

ALTIMA DENTAL CENTRES OFFER CUSTOM ATHLETIC MOUTHGUARDS

Aside from the safety advantages, custom-fitted mouthguards may also improve athletic performance. There is evidence that having a properly-aligned jaw improves body posture (Neuroscience Letters, 2004) which can increase balance, endurance and strength. A custom-fitted mouthguard could move the jaw into its optimal position, relaxing facial muscles and improving oxygen flow - factors that could maximize athletic performance.

Altima Smartguards mouthguards are made from pressure-laminated layers of European plastic, each shaped separately over a mould of the user's teeth. Dentists recommend pressure-laminated mouthguards because of their fit, protection and comfort. With custom team logo and colour options available, Altima Smartguards mouthguards blend right in with the team's uniform. For more information on mouthguards, visit www.altima.ca/dentalcare.

About Altima Dental:

Altima Dental is the largest dental group of its kind in Canada. They operate 22 dental centres in convenient locations across Ontario, and 5 in Alberta under the name BrightSmile Dental Centres. The Altima group services more than 200,000 patients yearly. 2009 marks Altima Dental Canada's 16th year Anniversary.

General and cosmetic dentistry are offered at all Altima Dental Centres. Many centres also offer specialty services, such as orthodontics, Invisalign, sedation dentistry and oral surgery. Altima offers 0% financing, convenient locations and extended hours. The dedicated professionals at Altima Dental combine technological prowess and aesthetic ability to enhance and beautify your smile. Continuing education is an on-going priority for the dental team, to ensure optimal treatment options for their patients. For more information and a list of locations, visit www.altima.ca.

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