



UA PERFORMANCE MOUTHWEAR
POWERED BY ARMOURBITE™ TECHNOLOGY

WWW.UNDERARMOUR.COM

YOUR JAW IS THE KEY TO UNLOCK THE POWER YOU NEVER KNEW WAS THERE.

No one ever told you that your jaw could help you perform better.

That's because no one knew. Hundreds of years ago, a few people were on to something: Ancient Greek athletes who bit down on leather straps for an edge during competition; Viking and Roman warriors who clamped down on leather bits for focus on the battlefield. They knew something here worked, but the concept itself never evolved. Until now.



Under Armour Performance Mouthwear™ has been engineered to unlock your power and potential.

It's all in you, but blocked by one of the human body's instinctive reflex systems – teeth-clenching. With safe, custom-built UA Performance Mouthwear, athletes in any sport — from football to golf to hockey — can capitalize on innovation that makes you stronger, faster and better.

Whether you need protection in contact sports or you just want to improve your game, Under Armour Performance Mouthwear™, with ArmourBite™ Technology, gives every athlete an edge.

▶ PERFORMANCE SOLUTIONS FOR EVERY ATHLETE.

The technology is patented. The performance is proven.
The advantages are undeniable.

UA Performance Mouthpieces deliver a host of physical benefits that help you train harder and compete at a higher level than ever before. UA Performance Mouthguards provide those same benefits, with the added benefit of customized dental protection.



UA PERFORMANCE MOUTHPIECE

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



UA PERFORMANCE ALLOY MOUTHPIECE

Performance mouthpiece for non-contact sports. Ultra-strong and durable for the most demanding athlete. (Available Fall 2009)



UA PERFORMANCE MOUTHGUARD

Performance mouthguard for contact sports. Superior protection and comfort.

Once you have decided which model is right for you, getting your own Under Armour Performance Mouthwear™ is a simple 3-step process. First, your dentist will take your bite impressions. Next, the impressions are shipped to our lab where we custom make the product. Third, the completed mouthwear is shipped back to your dentist for a final fitting.

JAW-DROPPING PERFORMANCE.

Powered by ArmourBite™ Mouthwear Technology

Increases Strength

With improved airflow and less stress from clenching, UA Performance Mouthwear has been proven to increase strength by an average of 17% with the UA Performance Mouthpiece and 12% with the UA Performance Mouthguard.

Increases Endurance

UA Performance Mouthwear enlarges airway openings, resulting in 25% less lactic acid build-up after 30 minutes of intense exercise.

Speeds Up Reaction Time

Athletes may respond faster when wearing UA Performance Mouthwear. Clinical trials show an improvement in responding to auditory cues and potential improvement in response to visual cues.

Reduces Athletic Stress

Excess cortisol causes stress, fatigue and distraction. UA Performance Mouthwear decreases cortisol production, which means you feel & play better.

Reduces Impact

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

PROTECTION

FULL CONTACT

Football
Ice Hockey
Lacrosse
Boxing
Martial Arts
Wrestling

LIMITED CONTACT

Basketball
Soccer
Baseball
Cycling
Gymnastics
Inline Skating
Skiing
Snowboarding
Volleyball
Softball

NON CONTACT

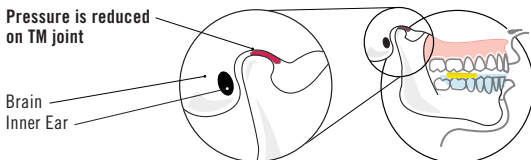
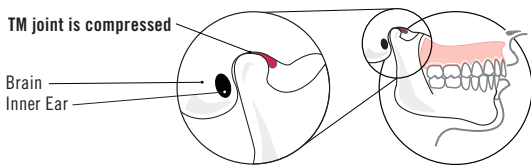
Golf
Running
Swimming
Weight Lifting
Yoga
Pilates
Tennis

PERFORMANCE

UNCLENCH YOUR JAW AND UNLEASH A BETTER ATHLETE.

You are “hard-wired” to clench your jaw.

When you train and compete, your natural reaction is to clench your jaw. It’s part of the “fight or flight” wiring of your brain. Your clenched jaw and teeth compress your temporomandibular joint (TMJ), triggering the release of excess amounts of performance-sapping hormones (like cortisol) that produce stress, fatigue and distraction.



UA Performance Mouthwear helps the human body help itself by unlocking the power of the jaw. Patented ArmourBite™ Technology prevents your teeth from clenching and pivots your jaw forward to relieve pressure on the TMJ. Gone are the excess negative hormones and the energy-draining effects, so the body can now unleash its full potential.

Independent studies conducted at some of the nation’s top universities and research centers have proven the undeniable advantages of UA Performance Mouthwear.

▶ **HOW DOES UA PERFORMANCE MOUTHWEAR DIFFER FROM MOUTHGUARDS?**

Mouthguards provide protection. UA Performance Mouthwear, which includes mouthpieces and mouthguards powered by ArmourBite™ Technology, does more: It enhances performance. It is not only backed by some of the biggest names in pro sports, it's also recommended by dentists, pro trainers, strength coaches and wellness experts.

▶ **WHO SHOULD USE UA PERFORMANCE MOUTHWEAR?**

Hundreds of professional athletes are currently relying on the superior performance and protection benefits of UA Performance Mouthwear. But it isn't just for pros – UA Performance Mouthwear is for all athletes who want to excel in their sport or activity.

▶ **HOW DO I CHOOSE THE RIGHT PRODUCT?**

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

▶ **HOW LONG DOES IT TAKE TO GET A CUSTOM PIECE OF UA PERFORMANCE MOUTHWEAR?**

Once fitted, the orders typically take 10 days for delivery. Talk to your dentist about shipping options to receive your product sooner.

Ask your dentist or visit us on the Web to learn more.

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