



## **The American Association of Orthodontists and Shock Doctor Team Up to Advocate for Athletes' Healthy, Beautiful Smiles**

**St. Louis (August 2, 2016)** - Facial protection on the playing field is a top priority for both the [American Association of Orthodontists](#) (AAO), the largest dental specialty organization in the world, and Shock Doctor, the leading athletic protection and performance brand, whose products include mouthguards for patients in orthodontic treatment. The two organizations have signed a multi-year marketing collaboration designed to help athletes and their parents understand how to protect teeth and jaws when playing sports.

“It’s a pleasure to announce this relationship with Shock Doctor,” says DeWayne B. McCamish, DDS, MS, president of the American Association of Orthodontists. “I know from personal experience when I broke a front tooth during my high school football days, that not wearing a mouthguard has meant the need for dental attention for the rest of my life. When today’s athletes make the commitment to wear a mouthguard, they are playing smart, and helping to prevent or reduce injuries to the teeth and mouth. A mouthguard is the first line of defense for anyone involved in sports. In addition to common contact sports such as hockey and football, mouthguards should also be worn for basketball, wrestling and soccer - really any time there is the possibility for the face and teeth to come in contact with a hard surface or another player.”

As part of the multi-year agreement, Shock Doctor will use the AAO logo on designated retail packaging and point of sale displays. Shock Doctor will sponsor a photo booth at AAO’s “[Your Smile is Your Best Fashion Accessory™](#)” fashion event in New York City on September 7, 2016, the eve of New York’s Fashion Week. In addition, Shock Doctor and expert AAO spokespersons will educate consumers about the importance of mouthguard use among athletes of all ages.

“It is a privilege to partner with this highly respected group of dental specialists,” says Tony Armand, United Sports Brands CEO, parent company of Shock Doctor. “Working with the American Association of Orthodontists will amplify both organizations’ commitment to promoting safety to everyone involved in sports.”

Shock Doctor makes mouthguards for athletes including those designed for people in orthodontic treatment, and can be purchased in over 5,000 retail stores and at [ShockDoctor.com](#).

### **About the American Association of Orthodontists**

Founded in 1900, the American Association of Orthodontists (AAO) is the world’s oldest and largest dental specialty organization. It represents 18,000 orthodontist members throughout the United States, Canada and abroad. The AAO encourages and sponsors key research to enable its

members to provide the highest quality of care to patients, and is committed to educating the public about the need for, and benefits of, orthodontic treatment.

Orthodontists are uniquely qualified specialists who diagnose, prevent and treat dental and facial irregularities to correctly align teeth and jaws. Orthodontists receive an additional two to three years of specialized education in orthodontics beyond dental school at an accredited orthodontic residency program. Visit [mylifemysmile.org](http://mylifemysmile.org) for information about orthodontists, orthodontic care and to locate nearby orthodontists using the “Find an Orthodontist” service.

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**ABOUT UNITED SPORTS BRANDS**

United Sports Brands is a global leader in sports performance and protective products designed to help athletes perform at their personal best. Brands within the company's impressive portfolio include Shock Doctor, the #1 global leader in mouthguards; McDavid, a brand at the top of the recommended lists of pro athletes, sports medicine professionals and athletic trainers for more than 30 years; Cutters, the innovative leader in the athletic glove market and high performance glove grip technology; and, XO Athletic, a premium, game-changing developer of athletic cups and sports protection. And its newest addition Nathan, the running essentials market leader in athletic hydration, visibility and performance gear. United Sports Brands is also a portfolio company of Bregal Partners, a private equity investment firm.

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