



## DDS Lab Launches Fierce Mouthguards™

*Get Prevention. Get Protection. Get Fierce.*

Tampa, FL (August 25) – DDS Lab, a national dental laboratory based in Tampa, FL, announces their newest product innovation with Fierce mouthguards. Available in over twenty seven colors and designs with six levels of sport specific protection, Fierce mouthguards meet the needs of any athlete, from gymnasts to MMA fighters. According to the National Youth Sports Foundation for Safety, an athlete is 60 times more likely to sustain damage to the teeth when not wearing a protective mouthguard. Furthermore, the lifetime cost associated with one avulsed tooth is estimated to be \$15,000.

“With the increase in both the number and cost of sports related trauma to the teeth, athletes and people in general are seeking both the most up to date technology and comfort available in a mouthguard”, said Amy Ceresa, President of DDS Lab. “Fierce mouthguards are 100% customized to the specific needs of each case.”

Individually designed and fabricated by trained professionals, Fierce mouthguards offer premium protection from a myriad of dental injuries and complications occurring from sports. Although more expensive than traditional methods, these are considerably more comfortable and less inhibiting while in the mouth while providing the absolute maximum protection.

Fierce mouthguards help prevent:

- Lip, cheek and chin lacerations
- Broken teeth
- Displaced teeth
- Fractures of the facial bones
- Injury to the jaw joints

Fierce Mouthguards come in various layers or levels depending upon what sport is being played and the necessary level of protection required.

Level 1: 3mm with one layer, designed specifically for children with mixed dentition.

Level 2: 3mm with two layers, perfect for wrestling, volleyball, mountain biking and motocross.

Level 3: 3.5mm with two soft and one hard layer, specially designed to provide maximum comfort and protection for all sports.

Level 4: 5mm with two layers, ideal for soccer, rugby, basketball, softball, rollerblading and skateboarding.

Level 5: 5mm with two layers and special power bands, designed for baseball, football, racquetball, martial arts and boxing.

Level 6: 5mm with two soft and one hard layer, custom fabricated for ice, field and street hockey along with kickboxing and other heavy contact sports.

Currently the ADA recommends custom mouthguards for the following sports: Acrobatics, Football, Martial Arts, Skiing, Volleyball, Basketball, Gymnastics, Racquetball, Skydiving, Water Polo, Boxing, Handball, Rugby, Soccer, Weight Lifting, Discus, Ice Hockey, Shot Putting, Squash Wrestling, Field Hockey, Lacrosse, Skateboarding and Surfing.

### **About DDS Lab**

DDS Lab is an NBC-certified full-service dental laboratory specializing in crown and bridgework, dentures, partials, implant restorations, mouthguards and attachments. DDS Lab brings together the essential elements of quality products, technology, value and partnership to deliver laboratory solutions that fit. The company is headquartered in Tampa, Florida. For more information on DDS Lab’s products and services, call 877-337-7800 or visit [www.ddslab.com](http://www.ddslab.com).

### **Contact**

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