




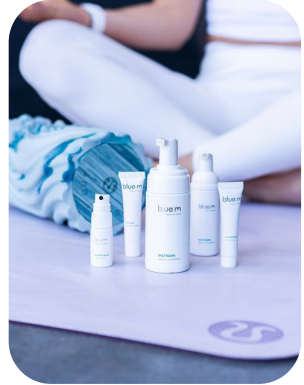
Boost *your Sports* Performance



blue m  a leading oral care brand

Boost your Sports Performance

Whether you are an elite athlete or a casual amateur, **your body** is your most important tool and the **key to success** in your sport performance. The mouth is where our digestion, respiration and nervous system come together, in other words, the place to be if you want to work on your overall condition.



You are often unaware of an inflammation in your mouth; you might experience some bleeding gums, but it is definitely a silent killer. Especially for your sports performance. Your energy balance, your immune system and also your recovery after a serious exercise can be considerably negatively affected. Despite good oral hygiene athletes still suffer more and more often from oral problems. This could be related to the following causes:

Breathing through the mouth

Mouth breathing causes a dry mouth, which interferes with the body's natural defences. In fact, saliva is needed to protect yourself from bacteria. Think of saliva as your team's line of defence. Surely you don't begrudge the opponent a shot at an open goal either.

Lower quality of saliva

Especially with prolonged, high-intensity training, the quality of saliva also decreases. The altered composition of saliva can be harmful to the immune system, your oral health and your upper airway.

Sugar too often and too much

Sports drinks and other energy boosters are killing your teeth. Before a race or during training, your enamel is too often exposed to acid attacks. Just the kind of attack you don't want! There is insufficient recovery time, leading to increased chances of permanent damage to your teeth.

Stress and mental pressure

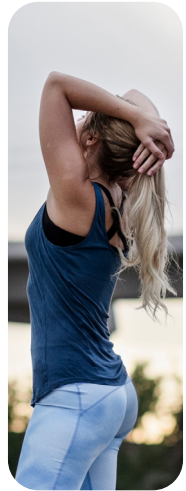
Top athletes are often under high pressure for long periods of time. (Whether or not) healthy competitive tension increases your stress level, which directly affects your body's immune system. When stressed, your body consumes more vitamins and minerals which are the very building blocks for a healthy mouth.

Almost 50%
of *athletes*
have caries

Magnesium
is also called
the '*anti-stress*
mineral'



1 in 3 athletes
suffer from
bleeding gums



35% of
elite athletes
experience
toothache
and sensitivity
when
eating and
drinking



Poor
oral health
proven
negative
for athletes'
self-
confidence.



Discipline & Mentality

As an elite athlete, you leave nothing to chance. You may not be able to control everything at all times, but you could definitely use your disciplined approach and winner's mentality to take your oral health to the next level.

Must do's for sporters

Clean your teeth 3 times every day for at least 3 minutes.

Visit a dental hygienist at least 4 times a year, have your teeth position screened and the occlusion and forces measured. Check your vitamin D, magnesium and have a saliva test done.

Try to breathe through your nose as much as possible.

Consume enough Magnesium. Top athletes are often magnesium deficient. A mineral essential for building muscles and bones as well as relaxing muscles and nerves.

Brush your teeth after every race, so your body can deacidify and recover faster.

Use sugar-free chewing gum with xylitol for saliva production.

Choose a Boost your Sport Performance oral care subscription from blue®m.

Want to know more about the Boost your Sport Performance oral care subscription? Then contact us or visit bluemcare.com/sports-subscription/

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