

Written by Barbara Fornasiero
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Dentists Kurt Doolin and Jeff Haddad of Rochester Advanced Dentistry (www.rochesteradvanceddentistry.com), recently returned from their second trip to ESPN's annual ESPY awards extravaganza in Los Angeles where they hobnobbed with the nation's leading athletes, including football great and new reality television star Terrell Owens and multi-Olympic medalist swimmer, Michael Phelps. This was the second trip to the ESPYs for the dentists, who entered the world of athletic celebrity dentistry in 2008 when they were certified to begin offering the Pure Power MouthGuard (PPM). Since receiving their PPM certification, Drs. Doolin and Haddad have fitted numerous professional athletes with the device, including Terrell Owens, Olympic medalist and World Cup champion downhill skier Lindsey Vonn, Cleveland Browns' wide receiver Braylon Edwards and quarterback Brady Quinn, and international soccer phenom Cristiano Ronaldo.

PPM is a dental innovation designed to improve professional and amateur athletic performance through better jaw alignment. In Michigan, Drs. Doolin and Haddad act as the primary contact for training and certifying other Michigan dentists to offer the PPM products in their own practices. According to Dr. Doolin, PPM has been acclaimed as a safe and legal performance enhancing tool.

"In an era of illegal steroids and other power enhancing drugs, the PPM is viewed as a welcome addition to the sports world," affirms Dr. Doolin. "PPM is a science-based product founded on the principles of neuromuscular dentistry. Using technically advanced equipment called a TENS machine and computerized jaw tracking, dentists certified in fitting the PPM/Edge find the best position for the jaw and create the mouth guard from these optimal readings. Ultimately, the PPM creates a perfect alignment for the jaw, and the residual benefits are not only in the mouth and jaw but in the spine and with improved balance. In finding the perfect position for the jaw, the entire upper body works more efficiently, whether one is playing professional football or baseball, running a marathon or aiming to improve one's golf game at the local golf course."

Dr. Haddad says an added benefit of being involved with PPM has been the opportunity to meet and spend time with world class athletes.

"Kurt and I are both amateur athletes, so we were initially intrigued by the opportunity to use our knowledge as neuromuscular dentists with a dental product that enhances sports performance. Still, I never would have imagined that as dentists and avowed sports junkies we would be able to combine our two passions and enter the world of professional sports, spending time with the likes of Terrell Owens and Shaquille O'Neal. It's been a fantastic experience," enthuses Dr. Haddad.

Will Terrell Owens mention Drs. Doolin or Haddad on his new reality television show, *The T.O. Show*, on Vh1?

"I'm not sure if we're that tight with T.O. yet, but he has told us repeatedly that he's thrilled with the PPM we fit him with last year," laughs Dr. Haddad.

The PPM is fitted in two appointments, the first lasting about an hour and requiring use of the

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TENS machine and jaw tracker to obtain readings on muscle tension and optimal jaw position. The second appointment is less than an hour and focuses on ensuring the PPM is properly fitted. The PPM costs approximately \$2000 and is for athletic use only and not designed to treat specific neuromuscular dental disorders.

The Pure Power MouthGuard was developed by neuromuscular dentist Dr. Anil Makkar of Nova Scotia. The company is based in Truro, Nova Scotia. For additional information, visit www.ppm-mouthguard.com

Rochester Advanced Dentistry was originally founded in Rochester in 1990. Dr. Kurt Doolin holds a Bachelor of Science degree from Michigan State University and a Doctor of Dental Science degree from the University of Detroit. His postgraduate residency was at The University of California, San Francisco and he received implant training at the Misch Implant Institute. Dr. Jeff Haddad holds a Bachelor of Science degree and a Doctor of Dental Science degree, both from the University of Michigan. Drs. Doolin and Haddad are graduates of the Las Vegas School for Advanced Dental Studies continuum. They lead a team of ten and the practice focuses on cosmetic, implant and neuromuscular dentistry, as well as general dentistry for children and adults. For more information, please visit www.rochesteradvanceddentistry.com .