



SALES TRAINING GUIDE

PROTECTIVE
SPORTSWEAR
LTD

SAFEJAWZ

The Concept.

#protectionwithpersonality

The founders of SAFEJAWZ® mouthguards initially specialised in custom-fit mouthguards, which have become growingly popular over the last few years due to the ability to incorporate artwork on the front of the guards. This combined with the fact that many professional athletes are wearing them means that more and more people are looking to ‘stamp’ their personality on their mouthguard.

As they are individually hand-made, custom-fit gum shields hold a premium price point (anything between £50 and £200) which cuts out the majority of the market. Hence the birth of SAFEJAWZ®, ‘Protection with Personality’. They are boil and bite mouthguards that fit great, have a low price point (£9.99 RRP), and all feature a design on the front to suit an array of personalities.

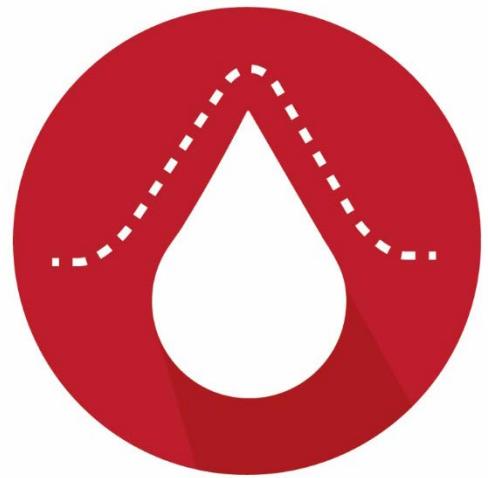
The Product.

It was important that SAFEJAWZ® could stand alone as a quality mouth protector without the printed designs as a selling point. There are many advanced features incorporated which allow us to boast about their superb fit and excellent protective qualities.

SAFEJAWZ® have gone beyond protecting teeth alone, we have ensured that athletes are also protected against both orofacial injury (cheeks & lips) and mandibular injury (jaw).

Our stand-out features have been allocated their own icons and will be proudly featured on all SAFEJAWZ® branding moving forward.





FLUID FIT™

Fluid Fit™

The evolution of “gel” fit mouthguards.

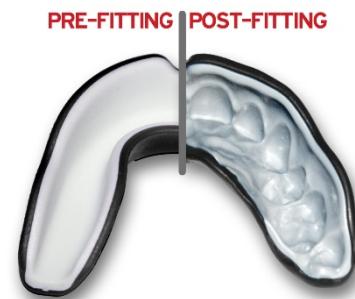
Whilst “Gel” mouthguards can offer good retention and comfort, this is very often at the expense of optimum protection.

Our Fluid Fit™ technology incorporates specific grades of EVA material which, when fitted properly, will fill the contours of the teeth whilst maintaining a rigid and strong structure.

This means more surface area of the athletes dental arrangement can be in contact with the mouthguard itself, therefore, any direct impact force is dissipated & spread across a larger surface area.

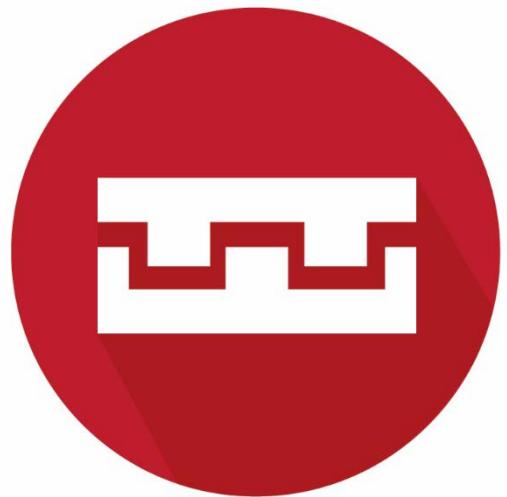
Fluid Fit technology also ensures that the mouthguard doesn’t feel too bulky in the mouth so it is easy to talk, breathe and drink whilst in use.

There’s one more added benefit to our Fluid Fit technology: its retentive qualities. The guard will essentially ‘clip’ onto the teeth and hold in place, thus allowing athletes to concentrate only on their game.



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JAW SECURE™

Jaw Secure™

Pre-contoured base for jaw stability.

The only way a mouthguard can protect the jaw is with an occluded base. Occlusion refers to the contact between the maxillary (upper) and mandibular (lower) teeth.

The base of SAFEJAWZ® mouthguards is pre-occluded. This in conjunction with the fitting process allows for the lower teeth to “secure” in place more easily and provides comfortable & stable support.

Direct blows to the jaw can often cause trauma when upper and lower teeth are forced to connect together. The three raised impact pads on our guards act as a sufficient buffer to prevent this from occurring. Their placement also ensures that there is ample space for talking, breathing and drinking.

SAFEJAWZ® also incorporate even more cushioning towards the back teeth which allows for some slight separation in the joint that connects the jaw to the skull (Temporal Mandibular Joint). This is likely to reduce the impact of potentially concussive blows when delivered to the jaw itself.



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REMODEL TECH™

Remodel Tech™

Multiple attempts to achieve the perfect fit.

Remodel Tech is perhaps our most impressive feature because it ensures that all the other features can be achieved during the fitting process. If the user doesn't achieve the retentive, Fluid Fit™, they can rest assured that this can be attained with a second or a third attempt.

The boil & bite process may be a simple one, but it is not always straight forward (especially for juniors). We have acknowledged this and worked diligently on using the correct grade of materials that will keep their structure and rigidity throughout multiple fitting attempts.

Sports mouthguards are classified as Category II Personal Protective Equipment and must be tested to specific safety standards before release onto the market. All our products have passed those safety standards.



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