

NutraMinder™ LIFT Spray Position Statement

The Problem:

CHICAGO (May 1, 2012)—A recent study published in the May/June 2012 issue of *General Dentistry*, the peer-reviewed clinical journal of the Academy of General Dentistry, found that an alarming increase in the consumption of sports and energy drinks, especially among adolescents, is causing irreversible damage to teeth—specifically, the high acidity levels in the drinks erode tooth enamel, the glossy outer layer of the tooth.

“Young adults consume these drinks assuming that they will improve their sports performance and energy levels and that they are ‘better’ for them than soda,” says Poonam Jain, BDS, MS, MPH, lead author of the study. “Most of these patients are shocked to learn that these drinks are essentially bathing their teeth with acid.”

Researchers examined the acidity levels in 13 sports drinks and nine energy drinks. They found that the acidity levels can vary between brands of beverages and flavors of the same brand. To test the effect of the acidity levels, the researchers immersed samples of human tooth enamel in each beverage for 15 minutes, followed by immersion in artificial saliva for two hours. This cycle was repeated four times a day for five days, and the samples were stored in fresh artificial saliva at all other times.

“This type of testing simulates the same exposure that a large proportion of American teens and young adults are subjecting their teeth to on a regular basis when they drink one of these beverages every few hours,” says Dr. Jain.

The researchers found that damage to enamel was evident after only five days of exposure to sports or energy drinks, although energy drinks showed a significantly greater potential to damage teeth than sports drinks. In fact, the authors found that energy drinks caused twice as much damage to teeth as sports drinks.

With a reported 30 to 50 percent of U.S. teens consuming energy drinks, and as many as 62 percent consuming at least one sports drink per day, it is important to educate parents and young adults about the downside of these drinks. Damage caused to tooth enamel is irreversible, and without the protection of enamel, teeth become overly sensitive, prone to cavities, and more likely to decay.

“Teens regularly come into my office with these types of symptoms, but they don’t know why,” says AGD spokesperson Jennifer Bone, DDS, MAGD. “We review their diet and snacking habits and then we discuss their consumption of these beverages. They don’t realize that something as seemingly harmless as a sports or energy drink can do a lot of damage to their teeth.”

Dr. Bone recommends that her patients minimize their intake of sports and energy drinks. She also advises them to chew sugar-free gum or rinse the mouth with water following consumption of the drinks. “Both tactics increase saliva flow, which naturally helps to return the acidity levels in the mouth to normal,” she says.

Also, patients should wait at least an hour to brush their teeth after consuming sports and energy drinks. Otherwise, says Dr. Bone, they will be spreading acid onto the tooth surfaces, increasing the erosive action.

The Academy of General Dentistry (AGD) is a professional association of more than 37,000 general dentists dedicated to providing quality dental care and oral health education to the public. AGD members stay up-to-date in their profession through a commitment to continuing education. Founded in 1952, the AGD is the second largest dental association in the United States, and it is the only association that exclusively represents the needs and interests of general dentists. A general dentist is the primary care

provider for patients of all ages and is responsible for the diagnosis, treatment, management, and overall coordination of services related to patients' oral health needs. For more information about the AGD, visit www.agd.org.

Note: Information that appears in *General Dentistry*, the AGD's peer-reviewed journal, *AGD Impact*, the AGD's newsmagazine, and related press releases do not necessarily reflect the endorsement of the AGD.

The Solution: LIFT Spray

Consumers (and parents) will soon have the opportunity to enjoy healthy "energy" from an innovative energy product called LIFT Spray ENERGY. Nutritionist and 25 year health and wellness consultant Bill Sickert had this to say about LIFT Spray ENERGY: "Finally! a company that understands oral delivery, ingredient design, human health, and how an energy product should be produced and delivered to the consumer".

Bill commented on how most energy drink products are against the human health standards due to three primary issues: 1. The ingredients are in a slurry of liquid sugars, corn sweeteners, artificial sweeteners, flavors and colors. 2. The ingredients are attempting to "jolt" the body into a state of stimulant stress that ensures the inevitable "crash" from the overdosing. 3. The products are based on the assumption that one size fits all.i.e. here is your 8oz. can or one ounce shot and enjoy the ride (or not!)

Responsible energy delivery respects effective and natural ingredients, oral delivery (spray) and the ability to control the dose and desire for the product for each individual as a unique consumer. LIFT Spray ENERGY does it all and more. Finally, a winner in the healthy energy product category!

NutraMinder™ is a featured newsletter authored by Bill Sickert. It has been utilized by leading supplement companies in their attempt at communicating complex nutritional issues in a cogent fashion. Bill has authored the book "WATER" published by Active Interest Media (2008). The publication was chosen by Better Nutrition and reached the bookstands of over 12,000 health food stores nationwide. Bill was also featured in PROSPER Magazine (2010) and Success From Home Magazine (2011) Bill enjoys living in Carlsbad, CA and enjoys health and wellness by competing in local and regional multi-sport competitions. He can be reached at williamsickert@sbcglobal.net.