



# Bite

## Word of mouth

11 SEP 2012

### Featured

# How to spot a good sport (drink)

Remember that high school science experiment, where you put a tooth in a glass of Coca-Cola and watched as it dissolved over time? What about the new bottled drinks on the market—how do sport and energy drinks stack up against classic Coke?

Researchers have been asking the same question. In a study at the University of Iowa, scientists looked at erosion in extracted teeth exposed to Coke, Gatorade, Red Bull, Diet Coke, and apple juice. Gatorade took the prize for the greatest amount of erosion on both the crown and base of the teeth, causing significantly more wear than either Coke or Red Bull. The latter two, in turn, caused more erosion than either Diet Coke or apple juice. And here we all were thinking that sports drinks are good for us!

The culprit seems to be the combination of sugars and acid present in the



drinks. Although the correlation isn't exact, the more sugars and acids, the more tooth erosion. According to Brian Burt, professor emeritus of epidemiology at the University of Michigan School of Public Health,

*"There is pretty good evidence now that it is not just soft drinks, but sports drinks and juices as well. [These drinks] have become the main source of sugars in the diet. It comes down to the more sugar in the drink, the more risk of [cavities] to the person drinking it."*

Of course, there's a big difference between soaking a tooth in a test tube of Coke versus how your teeth are exposed in real life. And that's good news, because it means you can reduce the corrosive effects just by the manner in which you enjoy these beverages. First up, realize that sipping on sugary, acid-containing drinks all day long is getting pretty close to soaking your teeth

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### This month...

...we examine how sports beverages stack up against other well known drinks. This article might surprise you.

Jenna also shares some quick and easy ways on how to keep your mouth in balance throughout a busy day.

Lastly we know you'll love what we've come up with to make you feel like a movie star even when times are tough! We love to make you smile and this offer—exclusively for our clients—is bound to do that.

We hope you enjoy our September issue.

Dr. Simon Franks

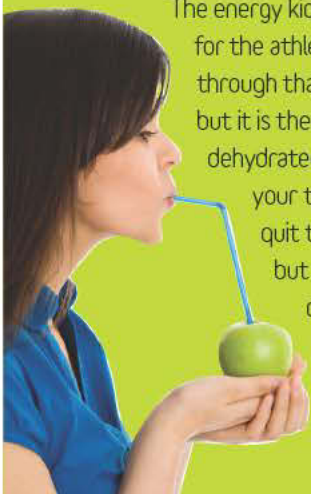




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in a test tube like in the study.

The biggest concern is how athletes consume these drinks. During exercise the mouth becomes dehydrated and therefore less able to neutralise the acids contained in the drink and flush them out of the mouth. The distinctive flavour of most sports drinks seems to have been designed to increase thirst, not to quench it, so you'll drink greater quantities for longer periods.



The energy kick and salts are helpful for the athlete who needs to push through that last mile of a marathon, but it is then that you're at your most dehydrated and at risk of damaging your teeth. We aren't saying to quit these beverages entirely, but making a few simple changes in the way in which you consume them during exercise will help you protect your teeth.

Consuming these drinks 30 minutes before exercise helps your teeth as it gives you a chance to buffer the acid attack prior to becoming dehydrated and prepares your body for exercise. You can also give your teeth a cleansing rinse with plain water if you consume them during exercise. Practising these modest steps can let you enjoy your favourite sports drink, and keep your teeth in good condition.

**Special Offer**

Smile about this!

*Lipstick Indicator* was a term coined by Leonard Lauder (chairman of Estee Lauder) who found that during tough economic times consumers turn to less expensive indulgences, such as lipstick. At Bite we want to turn white smiles into our clients' 'lipstick'.

Over the last six weeks we've worked to source better deals on whitening products so that we can now offer the packages we used to do for \$650 for a lip-smacking \$150.

This is not a once off sale. It's a permanent reduction in the cost of our tooth whitening to turn it into a little indulgence for you.

The only catch is that it's for the clients of our practice only—that's you!

Contact us now to find out more.



Visit the Bite Dental website to receive our email newsletter which includes regular health tips plus exclusive savings and offers from Bite Dental and our community.

**Bitedental**.com.au

*Healthy Hygiene Hints*

**Keeping clean in between!**

For most people it's difficult to find the time to clean their teeth between meals, but there are a few things that you can do to keep the balance throughout the day.

- Chewing gum (sugar free)—the action of chewing actually stimulates the saliva glands which helps cleanse the mouth and washes things away.
- Try eating raw apples and carrots in the middle of the day—they help strengthen teeth, get saliva flowing & contain vitamin C which promotes healthy gums.
- Drink lots of water!

Be careful if you're using a mouthwash containing alcohol. Although it feels like it's blasting the nasties away, mouthwashes tend to leave the mouth dry and have a limited therapeutic effect on the bacteria that are stuck to the teeth.

Jenna



Celebrate everyday heroes. Let us know if you have a cause you'd like us to shout about.