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**Makkar**

**Bite down on performance.**

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# It started with Monday Night Football...

**It started with Monday Night Football...** During a Monday Night Football telecast in November 2009, where the Saints beat the Atlanta Falcons by a thrilling 35-28 victory in the Louisiana Superdome, color analyst and former Tampa Bay Buccaneers and Oakland Raiders Head Coach Jon Gruden talked about a new mouth piece that many Saints players are using this season. He cited the recent success of the Saints and claimed that the mouth guard has unleashed game-changing performance benefits in balance, strength, flexibility, range of motion and endurance. Two minutes, unscripted, unprompted, you can imagine the public reaction to this TV segment. "An NFL player would not put a \$2,000 mouthpiece in his mouth if it didn't work. THAT I do know!" Those words coming from a man who has seen many products and gimmicks in his time, not only mentioned the mouth-guard, but enthusiastically endorsed it.



# A sports Cinderella story like no other...

**Who Dat??** The New Orleans Saints made history as they captured the Super Bowl title! The Saints achieved a milestone when they captured the NFC title, a first in their franchise's history, only to journey to the greatest showdown of their careers and end it with the most spectacular triumph! Tracy Porter, a PPM devotee, intercepted a pass thrown by Colt's quarterback Peyton Manning, a defining moment leading to the Saints stunning victory. The PPM was in the mouths of a number of team members as they experienced their best season and clinched the greatest victory that created a new chapter in the franchise's history!



# Real People Real Results

Makkar

**“If you don’t have this, you can’t get your game on!”**

“I’ve seen a lot of products, and everyone who knows me, knows I’m all about fitness. Anything I can do to get an edge in training and on the field is a good thing and the PPM definitely provides that.”

Terrell Owens



**“Once I put this in my mouth...it’s over, the game is mine!”**

Shaquille O’Neal

That’s a pretty confident statement, and Shaq’s record over the last year has proved it.



**“Plain and simple, the PPM™ is the most important piece of equipment in my golf bag! I will never play without it again”**

Scott McCarron



**“If you believe in being aligned, you’ll love this! I’ve never had an aid that I thought could help my game, until I tried the PPM™. The PPM™ has aligned my mouth perfectly helping me on and off the course with my sleep, TMJ and golf”**

Steve Elkington, PGA Tour Player



**“There comes a moment...”  
And it came in the form of Gold!**

“In Ski racing, when every second counts, PPM has helped me to achieve my fastest times on the slope” Bode Miller, World Champion Skier. He nudged his way onto the downhill podium for a bronze, then took silver in the super-G, then completed the rainbow collection by winning his first-ever Olympic gold in the super-combined. His three podium finishes gave him a U.S. record and made him one of just five men to accomplish the feat.

The Canadian Women’s Hockey Team brought home the gold from the Vancouver 2010 Olympic Games. Many of the players wore the PPM to their victory!



# Star Power

Athletes who are taking a bite out of their competition...

- |                  |                             |
|------------------|-----------------------------|
| Danieal Manning  | <b>Chicago Bears</b>        |
| Jamar Williams   | <b>Chicago Bears</b>        |
| Tommy Harris     | <b>Chicago Bears</b>        |
| Fred Taylor      | <b>New England Patriots</b> |
| Kyle Busch       | <b>Nascar</b>               |
| Kyle Quincey     | <b>Colorado Avalanche</b>   |
| Michael Redd     | <b>Milwaukee Bucks</b>      |
| Josh Brown       | <b>St Louis Rams</b>        |
| Jonathan Vilma   | <b>New Orleans Saints</b>   |
| Anthony Hargrove | <b>New Orleans Saints</b>   |
| Tyjuan Hagler    | <b>Indiniapolis Colts</b>   |

# What is this pen test??!

**It's what's turning skeptics into believers!** The simplest demonstration with the greatest impact! Shaq was stunned, Terrell was speechless, and the list is long with similar responses... By strategically placing a pen in a person's mouth, we can manually put their jaw in a better position. It's only an approximation, but it works enough to prove a point – that their jaw is out of whack, and with a slight manipulation, their strength, stability, balance and flexibility is much better! Once you remove the pen, the difference is obvious... they've lost that edge! The usual response...DO IT AGAIN!!! And then, we have a believer! It's not magic, it's science.



# Makkar

## Making Headlines



Pricey mouth guard adding NFL adherents  
New Orleans Saints its biggest proponent...



The undefeated New Orleans Saints are putting their money where  
their mouths are...



How does a performance mouthpiece improve my game?  
If you're going to use one, stick with a device that's backed by  
high-quality research...



He is just a little bit terrified of the power he believes he possesses.  
It is a power that comes with incredible responsibility, and it can be  
applied to perform sporting good or unspeakable sporting evil...



Feature on the New Orleans Saints Victory  
and the science behind the product.



By J. Michael Falgoust, USA TODAY  
Neuromuscular mouth guard draws performance debate...

# Star Profile

## Tracy Porter

"I first heard about the mouthpiece in a team meeting with my coach. He said that a couple of guys from PPM were going to come in and size me up for a mouth guard, and it'll be a real advantage for us to go try them on.

When I first heard it, I said I would go give it a shot, but once I went into the room where the guys were and I saw this equipment, and the test that they were doing, I was a little skeptical at first, but I went ahead and went through with it.

When I first put the mouthpiece in, the immediate thing that I liked about it was that it fit firm in my mouth; it wouldn't fall out like your typical mouthpiece. I could talk with it which is really important because there's a lot of communication on the football field. My overall balance increased, range of motion, I found myself more flexible, and with the amount of bending and flexing you have to do on the football field, getting hit or hitting on every play, or getting tangled in a huddle, having that extra range of motion is a real benefit.

It realigns your jaw to its natural state so it fits more comfortably, and you just feel the overall comfort, your face is not as tense as it is when you have your typical mouthpiece in, you just have it in for protection, not to bite your lip, but this one can help with concussions, it can help with everything, and it just felt really good having it in my mouth.

Just having it in, it gives you a sense of calm, you're a little bit more confident, because you know how the mouthpiece is working, and having it through the previous games leading up to that point, I know what it has done for me and I know that it has helped me with my balance, range of motion, and endurance, so coming towards the end of the game, it's pretty ironic that it helps maintain endurance, because our whole mindset was just to finish and catching the big interception that boosted us to the super bowl provided a real boost of morale for the team, let alone myself, because the mouth guard helped me out a lot throughout the game with my balance, and endurance, and range of motion, it just gave me an extra boost to want to make a play, and once I made that play, I figured it was because of the mouth guard.

Yeah, I've gotten hit in the head a couple of times, and I've suffered a few headaches, but since I've had the mouthpiece in, from the point I used it, onto the super bowl, I have not experienced any headaches. I wish I had it when I was participating in the combine because not only can you use it on the football field but also when you're working out and it gives you that added boost of energy and endurance and it can definitely take a few seconds of your "forty" time."



# A message from PPM's Founder

**2009 was quite the year, and so far 2010 is even better!** There have been so many incredible developments that it's hard to highlight just one or two, but I must say that turning skeptics into believers is a highlight ANYDAY! We have in hand results of a research study performed by Rutgers University that compared the results of a traditionally-fitted custom mouthguard with a PPM™. At this time, we can provide a summary of the findings, as follows:

1. Vertical jump was significantly higher;
2. Peak power was significantly greater with the PPM™;
3. Significantly better performance was found for average mean power.

The Makkar PPM™ has created a growing buzz in sporting and athletic circles and is being used by professional, collegiate and amateur athletes worldwide. All-time greats like Shaquille O'Neal and Terrell Owens, who have recently endorsed their own Signature Series lines of the PPM™, can attest to its instant game-changing benefits. On the court, on the field, on the ice, on the golf course or in the gym - no matter what your sport or your level - the Makkar PPM™ is the essential piece of equipment for serious athletes who want the Makkar Advantage.

We now have close to 400 Certified Dentist offering this device and close to 500 professional athletes using the PPM as well as 1500 amateur athletes embracing this phenomenon! You name it, we're in the game! The list of athletes will continue to grow as news continues to spread in the media and among athletes all over the world.



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you need to know  
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