

Below are claims made by one Google advertiser-- we want you to know who you can trust, don't be fooled by false claims:

- 1) Why do they really sell you 2 mouthpieces? Because the fitting process is so difficult, they have to ship two so when one is destroyed in a fitting process gone wrong, they don't have to ship another. Unfortunately, they claim they send you two because they will wear out; they also say they send two units because it will take more than one fitting to "get the right fit," so which is it?
 - 3) They claim they are the "best value on the market." Value means ending snoring for a reasonable price—not misleading people as to the efficacy of their product versus others--again the two mouthpieces argument.
 - 4) This particular website exhibits a "product comparison chart." They clearly misrepresent pricing and the guarantee policy of their competitors. Not just a lack of updating, prices are inflated.
 - 6) They also claim some users substituted a mouthpiece instead of a CPAP. Only a doctor should perform the final diagnosis on sleep apnea—mandibular advancement devices are only recommended for mild to moderate apnea.
 - 7) They claim to stop snoring guaranteed. This is simply not possible for everyone. Others claim to stop snoring in 98% of snorers. These devices are clinically proven to reduce snoring in 94% of snorers not 98%. A better question to ask is, what is their return rate? Assuredly, it is greater than 2%.
 - 9) This site also uses an unfair scare tactic stating, "medical fact—snoring can cause brain damage." A lack of oxygen to the brain can cause this and can be a result of severe sleep apnea—in which case only a doctor should be consulted.
 - 10) They also go so far as to state, "the patented RIP Snore fit;" this device is fitted the same way as a dozen other mouthpieces—it is not patented.
 - 11) They state that since it is transparent, "the only person who'll know you're wearing it is you." Can you tell when a boxer has his mouthpiece in? Yes, same principles apply.
 - 12) Finally, they state to simply put it back in its container, let it air-dry or it can be washed under fresh water for cleaning. To properly clean these devices, one should scrub it with a toothbrush regularly, or use a effervescent denture cleaner on a regular basis so as not to allow a build-up of bacteria on the mouthpiece.
- 2) Finally, how can you trust a retailer whom does not even have a toll free phone number?

Below are facts and claims from another Google advertiser that misleads and misrepresents their product and their competition:

- 1) Again, let us explain why this retailer provides THREE of their mouthpieces instead of just one: the fitting process is so difficult and prone to mistakes by the user, that they must provide more than one to compensate for miss-formed mouthpieces—otherwise, they would be sending out a new mouthpiece to every one of their customers with fitting problems.
- 2) They also suggest that a one-size fits all mouthpiece will not alleviate snoring because "no two sets of teeth are the same." This is not true. Even with an over or underbite, a one-size fits all mouthpiece is still shown to work.
- 3) Included in purchase from this site is a diagnosis guide for sleep disorders. This is dangerous in that severe forms of sleep apnea should be diagnosed by a doctor. A sleep partner can determine if one is snoring and also if one stops breathing while sleeping. Cessation of breathing should be brought to the attention of a doctor to determine its severity.
- 4) Pre-adjustment for optimal results is a fallacy. Levels of jaw advancement are available in very expensive versions used by dentists. But, a 94% success rate is still obtained with a one-size-fits-all mouthpiece. They use this as a marketing ploy.
- 5) The USSS is definitely not the only mouthpiece which is trimmable for comfort—ours is too.
- 6) Especially irresponsible is the statement, "can prevent TMJ." Not the case, in fact, mandibular advancement devices are not recommended for those with any form or TMJ.
- 7) Even worse than the previous website, USSS claims they stop 99% of oral snoring. Surely meant to mean the amount of cessation in individuals, when it sounds like their success rate.
- 8) No, the USSS is definitely not the only mouthpiece which allows breathing through the mouthpiece. The Snore Wizard does as well.
- 9) They also state, "works with dentures." Mandibular advancement devices are not recommended, nor do they function correctly when used with dentures.