

Firm aims to help athletes with dirty mouths

An Allentown firm hopes to soon be on the lips of every major and amateur athlete — or at least on their mouthguard.

SaniBrands Inc. is planning a June launch of its inaugural product, Defense Sport, a sanitizing rinse designed to clean athletic mouthguards.



The president of the company, Al DolceAmore, said he was motivated to invent the product because he was disgusted watching ath-

letes remove and insert their mouth guards with their filthy hands — many times after being dropped on the ground or “even with the same hand that just violated another player’s armpit via a tough tackle.”

He said he was amazed when he read the research about the types of contaminants that can be found on athlete’s hands and athletic equipment.

“We thought there was a tremendous need for a product like this,” he said.

The rinse, which is alcohol-free, sugar-free and mint-flavored, was designed to be easy to use so it is used as often as possible during games and practices. An athlete can squirt the product on his or her mouthguard, shake off the excess and put the guard right in his or her mouth. According to the firm’s website, the product is safe for children as small as 42 pounds.

While DolceAmore said he’s already had meetings with the Philadelphia Eagles and has meetings scheduled with the Pittsburgh Steelers and New York Giants to possibly use the product, he believes the “bread and butter” of his sales will be in amateur and school athletes, just based on the sheer volume of teams that are out there.

DolceAmore said he’s gone to great efforts to keep Defense Sport a local product. It’s been developed and manufactured in the Lehigh Valley, and most of the source material has come from within Pennsylvania.

One bit of help that he’s obtained from outside of the region is the product’s spokesman, former Super Bowl-winning Washington Redskins quarterback, Joe Theisman.

SaniBrands Inc. is located at 1227 W. Linden St. (Third Floor), Allentown. More information can be obtained on the website www.defensesport.com.