

## Product Brief: Mouth Tape



### About the Product:

Mouth tape is a simple, yet effective tool designed to encourage nasal breathing during sleep. Made from hypoallergenic and skin-friendly adhesive materials, it gently adheres to the lips, keeping the mouth closed overnight. This product is suitable for individuals who tend to breathe through their mouths during sleep, which can lead to various health issues and disruptions in sleep quality.

### Benefits:

1. **Improves Sleep Quality** - By promoting nasal breathing, mouth tape can help achieve deeper, more restful sleep, reducing disruptions that come from mouth breathing.
2. **Reduces Snoring** - Encourages nose breathing, which can minimize snoring by keeping the airways more stable and less prone to vibration.
3. **Enhances Oral Health** - Prevents dry mouth, which reduces the risk of tooth decay, gum disease, and bad breath associated with mouth breathing.
4. **Supports Oxygenation** - Nasal breathing allows for better oxygenation, as the nose filters, warms, and humidifies the air before it reaches the lungs.
5. **Boosts Immune Function** - Nasal breathing helps filter out allergens, pathogens, and dust, contributing to overall respiratory health.

**Key Points:**

- **Material:** Hypoallergenic adhesive, breathable, and gentle on the skin.
- **Purpose:** Helps to encourage nasal breathing during sleep, reducing issues related to mouth breathing.
- **Who It's For:** Ideal for individuals who snore, wake up with a dry mouth, or want to improve their sleep quality and overall health.
- **Usage:** Apply to clean, dry lips just before sleeping; remove gently in the morning.
- **Safety:** Designed to be easy to remove and safe to use nightly; ensure no obstructions to nasal breathing before use.

This mouth tape offers a simple solution to promote better health and well-being through improved breathing habits during sleep.

**Viral Hooks PROVEN to go viral:**

**Visual Hook:** Taking off mouth tape very close to camera



9:56



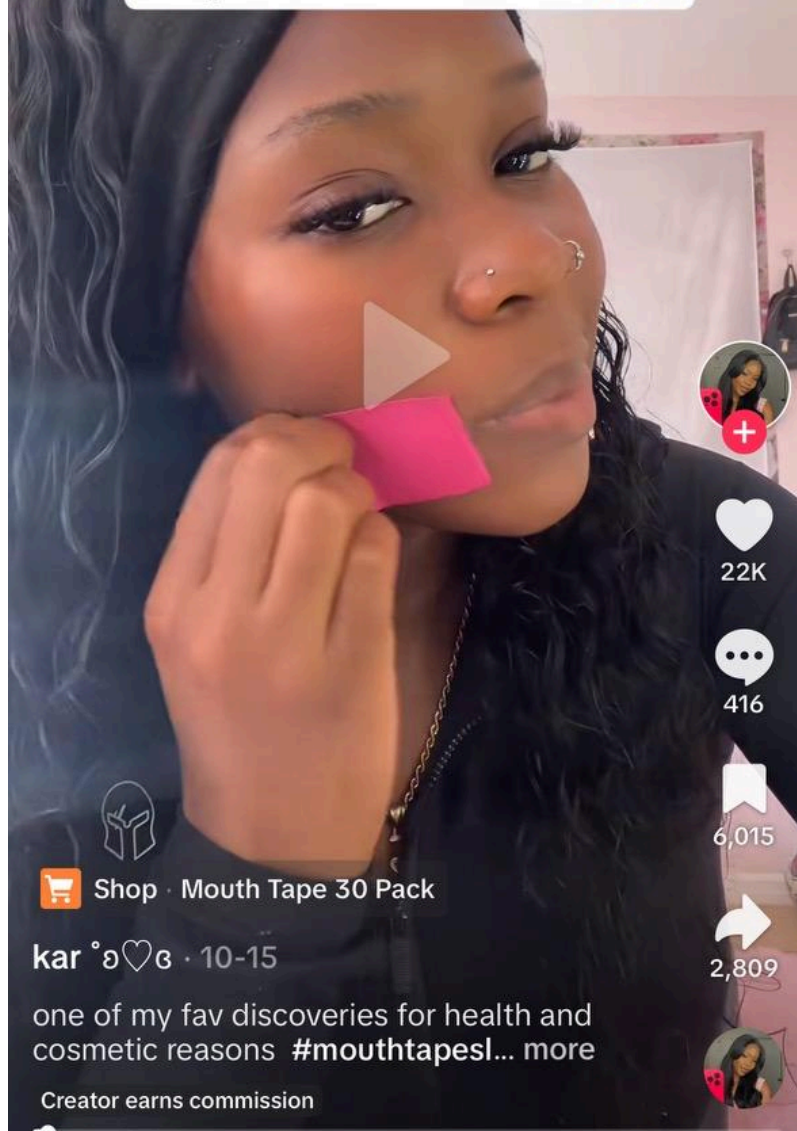
33



mouth tape benefits

Search

**Day 30 of sleeping with  
my mouth SHUT 🤐**



22K



416



6,015



2,809



Shop · Mouth Tape 30 Pack

kar °♡♾ · 10-15

one of my fav discoveries for health and  
cosmetic reasons #mouthtapesl... more

Creator earns commission

Add comment...



9:56



mouth tape

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Reply to Bee's comment

**This sounds amazing. My teeth are constantly clenched.**



## Mouth tape for teeth grinders



362



21



31



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**Blossom Bonds** · 9-24

Replying to @Bee 🛍️ I've been using this mouth tape for 2 months and its really helped me #mouthtape #tape #jaw #jawline #teethclenching... more

Sponsored

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### Verbal hooks

1. Here is a tip for getting a snatched jawline (<https://www.tiktok.com/t/ZP8LeB46N/>)
2. This is the #1 underrated beauty hack
3. You're not ugly, you're just a mouth breather  
(<https://www.tiktok.com/t/ZP8LJTURN/>)
4. How to change your face shape
5. Here is my secret to sleeping like a baby every night
6. Did you know that Emma Roberts uses mouth tape?  
(<https://www.tiktok.com/t/ZP8LeJfaJ/>)

### ANTI-HOOK

1. Do not start mouth taping until you watch this video  
(<https://www.tiktok.com/t/ZP8LJEvgA/>)
2. This is why you shouldn't mouth tape (explain all amazing benefits)
3. Be careful when using mouth tape (<https://www.tiktok.com/t/ZP8LJwcEr/>)
4. I'll never recover from using mouth tape.. Don't do it
  - a. <https://www.tiktok.com/t/ZP8LeNxhn/>

Videos/ photos you can add (greenscreen, education reference/ celebrity that use it)

[https://drive.google.com/drive/folders/1-bO5-vqIYJom81L1yFfl\\_SkmM7tW4Jr](https://drive.google.com/drive/folders/1-bO5-vqIYJom81L1yFfl_SkmM7tW4Jr)