demand. So, yes, they do have the great opportunity to marry those two parts and therefore you can see them making a success of it. I see that the quote here from James Daunt from Watersstones is, he hopes it falls flat on you its face. He would say that! And this research into footballer's teeth says some players have tooth decay so deep it has gone into the nerve and is infecting the jaw. Why footballers in particular? It is not actually footballers in particular. One of the great lines after the 2009 Grand National was when the winning jockey was told, well, you can now go and get your teeth done! So there are examples of other sportsmen. And I mean, this is about footballers and the footballer that springs to mind when you think about bad teeth is iconic and that's Nobby Styles - him holding the World Cup in one hand with his false teeth in another is one of the images of 1966. So this isn't new. People will have their own opinions on what the

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reasons are behind it. What amazes me is footballers who perhaps have the money - they looked at five Premier League clubs that were looked at - they have the money to do something about it but they don't, and they play on with the pain. Getting the tooth decay is one thing not doing anything about it, that is a whole different ball game. I know a lot of people who just don't go to the dentist because it's a big phobe I cannot. I have a personal issue with my teeth, I don't want to go into it! Health issues coming out of your ears, Adnan! That's right! LAUGHTER He is a worried man, is our Adnan! Bye-bye! Thanks a lot, see you soon, bye-bye. Hi there.