

premier *Enamelon*[®]

Everyday Relief. Everyday Protection.



catapult[®]
VOTE OF CONFIDENCE



A Targeted Approach to Practice Building!

Treats Sensitivity • Soothes & Moisturizes Dry Mouth Tissues • Helps to Prevent Caries & Gingivitis

Target! Sensitivity

Enamelon® Preventive Treatment Gel:

- Builds increasing protection and relief from sensitivity by occluding tubules with fluoride and ACP
 - 5000 ppm F toothpaste not indicated for sensitivity (unless containing Potassium Nitrate)
 - Sensitivity toothpaste with Potassium Nitrate provides a chemical masking agent.

PRACTICE BUILDER - Ask your patients about sensitivity

- For both immediate and extended relief, apply in-office varnish and provide Enamelon Preventive Treatment Gel for daily home use.
 - Insurance code D9910 is appropriate for in-office application of fluoride varnish to treat tooth and root sensitivity.
 - There is no code for home-use with non-prescription Enamelon.
 - Narrative should include diagnosis and treatment.

PROFIT MODEL - Patients Presenting with Sensitivity

Patients per Month	Suggested Patient Price per Tube* (Profit)		
48**	\$16.99 (\$4)	\$20.99 (\$8)	\$24.99 (\$12)
Total Profit	\$192	\$384	\$576

Potential Profit 12 months
\$2,304 - \$6,912 1x yearly visit
\$4,608 - \$13,824 2x yearly visit

*Based on suggested retail price of \$12.99 + profit **Based on a 2015 dental survey



Target! Orthodontic Patients

Enamelon® Preventive Treatment Gel:

- Strengthens Enamel - Reduces demineralization and the solubility of enamel¹
 - Demineralization can lead to white spot lesions - especially around brackets.
- Helps to interfere with the harmful effects of plaque associated with gingivitis
- A one-step solution with a great flavor and mouth feel for increased compliance
- Safe for all ages³

PRACTICE BUILDER - *Are you missing out on recurring revenue?*

- Keep the business in the office - No Scripts!
- Recurring in-office revenue; dispense as needed for treatment duration
- Each patient requires 3-4 tubes per year.
 - Dispense and bill as part of treatment plan.

PROFIT MODEL - New-Start Patients

Patients per Month	Suggested Patient Price per Tube* (Profit)		
20**	\$16.99 (\$4)	\$20.99 (\$8)	\$24.99 (\$12)
Total Profit	\$80	\$160	\$240

Potential Profit 12 months
\$960 - \$2,880 1 tube/patient
\$1,920 - \$5,760 2 tubes/patient
\$2,880 - \$8,640 3 tubes/patient
\$3,840 - \$11,520 4 tubes/patient



*Based on suggested retail price of \$12.99 + profit

**Based on the 2008-2010 American Association of Orthodontist Member and Patient Census Study.

Target! Pediatric Patients

Enamelon® Preventive Treatment Gel:

- Provides more protection with less fluoride².
 - Contains 970 ppm F vs. 5000 ppm F toothpastes to help prevent caries.
- Safe for all ages, non-abrasive
- Smaller orifice ensures controlled dispensing.
- Great flavor - the sweet vanilla notes calm the mint flavor for improved compliance.

PRACTICE BUILDER

- New revenue for patients under age 6*
 - Many fluoride therapies are contraindicated for children of these ages.
 - Enamelon has a low level of fluoride (970 ppm F) and demonstrated efficacious results.
- Now secure revenue for at-risk patients ages 6-18
 - No more scripts for 5000 ppm F

PROFIT MODEL - Pediatric Patient Hygiene Visits (ages up to 18)

Patients per Month	Suggested Patient Price per Tube** (Profit)		
85***	\$16.99 (\$4)	\$20.99 (\$8)	\$24.99 (\$12)
Total Profit	\$340	\$680	\$1,020

*ADA Council on Scientific Affairs, Fluoride toothpaste use for young children, JADA 2014; 145 (2): 190-191

**Based on suggested retail price of \$ 12.99 + profit

***Source: American Dental Association, Survey Center, Surveys of Dental Practice, 2012

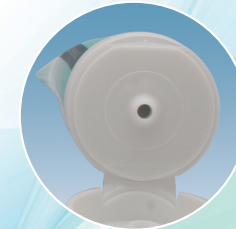
Designed for Children's Safety*



"Smear" amount (0.125 g)
Up to age 3



"Pea-size" amount (0.25 g)
Ages 3 to 6



Enamelon offers a reduced-sized orifice so patients - and care-givers - easily can control dispensing.



Potential Profit 12 months
\$4,080 - \$12,240 1x yearly visit
\$8,160 - \$24,480 2x yearly visit

Target! Periodontal Patients

Enamelon® Preventive Treatment Gel:

- Helps to prevent gingivitis
- Provides relief from sensitivity by delivering ACP and stannous fluoride to occlude tubules.
- Protects against caries - especially helpful for patients with exposed root surfaces.
- Soothes and moisturizes discomfort associated with dry mouth tissues.
- Includes stannous fluoride to inhibit bacterial adhesion and growth.
- Non-abrasive
- No SLS

PRACTICE BUILDER

- Keep the business in the office - No 5000 ppm F scripts.
- Target Scaling and Root-planing patients (SRP).
- Target pre- and post-surgical patients.
- Target patients with sensitivity.

PROFIT MODEL - Patients Presenting with Periodontal Issues

Patients per Month	Suggested Patient Price per Tube* (Profit)		
242**	\$16.99 (\$4)	\$20.99 (\$8)	\$24.99 (\$12)
<i>Total Profit</i>	\$968	\$1,936	\$2,904

*Based on suggested retail price of \$12.99 + profit **American Academy of Periodontology, Survey 2012

Potential Profit 12 months

\$11,616 - \$34,848
1 tube/patient

\$23,232 - \$69,696
2 tubes/patient

\$34,848 - \$104,544
3 tubes/patient



Target! 5000 ppm F Toothpastes

Enamelon® Preventive Treatment Gel	5000 ppm F Toothpaste
Advantage Enamelon!	
970 ppm F (Stannous Fluoride) Provides 10,263 ppm fluoride ion uptake ²	5000 ppm F (Sodium Fluoride) Provides 4,138 ppm fluoride ion uptake ²
✓ <i>Enamelon provides 2x more fluoride uptake with 80% less fluoride²</i>	
Solubility Reduction 56.91%¹	Solubility Reduction 18.78%¹
✓ <i>Enamelon provides 3x greater protection against acid challenges¹</i>	
Relative Dentin Abrasivity (RDA) 8	RDA 65-140
✓ <i>Enamelon protects against enamel wear</i>	
Helps Prevent Caries, Gingivitis & Treats Sensitivity	Helps Prevent Caries
✓ <i>Enamelon has multiple claims, treatments, and benefits - Advantage Enamelon!</i>	

Practice Builder

Enamelon is non-prescription and can be dispensed at the office - No need to write a script!
No worries about substitution.



General Profit Model

Average # of Patients/Week	Suggested Patient Price per Tube* (Profit)		
# X	\$16. ⁹⁹ (\$4)	\$20. ⁹⁹ (\$8)	\$24. ⁹⁹ (\$12)
20	\$80	\$160	\$240
40	\$160	\$320	\$480
60	\$240	\$480	\$720
80	\$320	\$640	\$960
100	\$400	\$800	\$1,200

*Based on suggested retail price of \$12.99 + profit



Patient Usage

Use Enamelon Preventive Treatment Gel once a day after brushing with a toothpaste. Alternatively, many oral health-care professionals recommend brushing in the morning with their everyday toothpaste and in the evening with Enamelon.



Enamelon®

Everyday Relief. Everyday Protection.

- Treats sensitivity
- Relieves the discomfort of dry mouth tissues
- Helps to prevent caries & gingivitis
- Non-irritating to patients with dry mouth
- Contains no SLS, gluten or dyes
- 0.40% stabilized stannous fluoride (970 ppm F)
- Optimized with calcium and phosphate ions
- Non-abrasive formula for daily use
- Safe for patients of all ages³



Premier® Dental Products Company

1710 Romano Drive, Plymouth Meeting, PA 19462, U.S.A.
Phone 888-670-6100 • 610-239-6000 • Fax 610-239-6171
www.premusa.com • E-mail: dentalinfo@premusa.com

1. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Enamel Solubility Reduction from Various Prescription and OTC Fluoride Toothpastes and Gels. *Journal of Clinical Dentistry*, 2014;25:61-4. / 2. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. *Journal of Clinical Dentistry*, 2014;25:57-60. / 3. Dose based on age. / 4. Comisi DDS, MAGD, John C., The Catapult Group presents its review on this unique, protective, remineralizing and moisture-enhancing preventive treatment gel, Dental Product Report, 2015, October; Issue 10 Vol. 9:68-69 / 5. Data on File / United States Patent Numbers: US 5,993,784, US 5,711,936, US 5,651,959 and other patents pending. Made in U.S.A. / Ultramulsion® is a registered trademark of WhiteHill Oral Technologies, Inc.

Clinical Results!⁴

90% of dentists indicated that their patients experienced a **reduction in generalized tooth sensitivity** using Enamelon treatment gel.

95% of dentists indicated they would **incorporate Enamelon** into their practices and offer it to their patients.

75% of dentists indicated their patients experienced some type of **prolonged fresh, smooth, slick feel in their mouths** after using Enamelon.

Patient Acceptance!

86% of patients are **likely to recommend to a friend.**⁵

93% of patients rated **the taste of Enamelon as pleasant.**⁵