



Help Your Patients
Smile Faster with

AcceleDent[®]
aura

Introducing AcceleDent® Aura









- Hands-free device delivers gentle *micropulses*
- Designed to accelerate treatment
- Proven safe and effective in clinical trial
- FDA-cleared Class II medical device
- Works with existing orthodontics
- May increase productivity and case acceptance

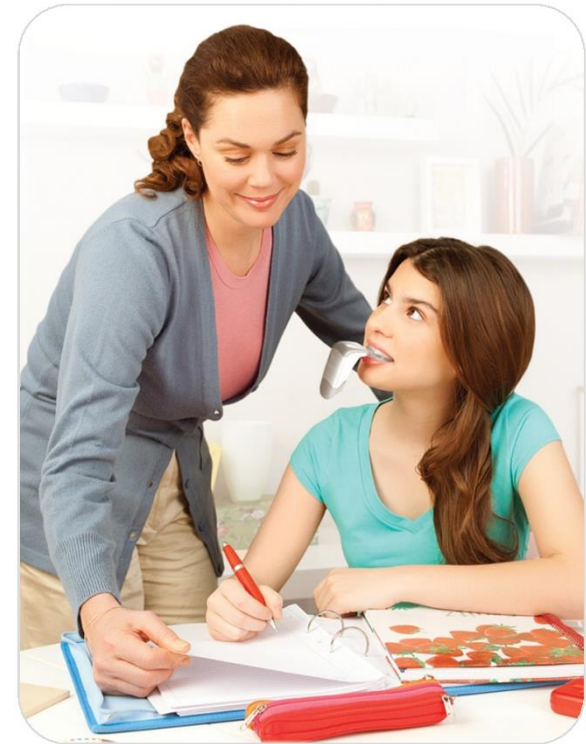


What does **AcceleDent® Aura** do?

- It's an orthodontic *micropulse* device that an orthodontist can prescribe to help a patient's orthodontic treatment work faster
- Orthodontics are designed to move teeth in specific directions
- Part of the way that orthodontics work is by remodeling the bones surrounding teeth
- **AcceleDent® Aura** generates small vibrations, *micropulses*, as teeth are guided by orthodontics
- As the remodeling process is accelerated, teeth move more quickly

Patient benefit: **Get braces off faster**

-  Promotes faster orthodontic treatment
-  Orthodontic treatment feels more comfortable
-  20 minutes a day
-  Easy to use, hands-free
-  Non-invasive option
-  Helps improve oral hygiene
-  May reduce patient non-compliance often seen in 2nd year of treatment
-  No increase in root resorption



Orthodontic practice benefit: **Increased productivity**

- Accelerate orthodontic treatments
- Differentiate practice
- Increase referrals from dentists, hygienists and patients
- Attract new patients
 - More new patient starts
 - Help patient make decision to start treatment today



What is in AcceleDent Aura®?



Activator

The heart of **AcceleDent® Aura** is a small, lightweight Activator that generates gentle micropulses. It includes a USB interface which can be plugged directly into a computer to view usage history via the FastTrac Report.



Mouthpiece

Chosen specifically for you by your orthodontist, the Mouthpiece provides a comfortable fit and snaps easily on and off the Activator for transport and cleaning.



USB extension cable

Power adapter allows for easy, convenient charging.

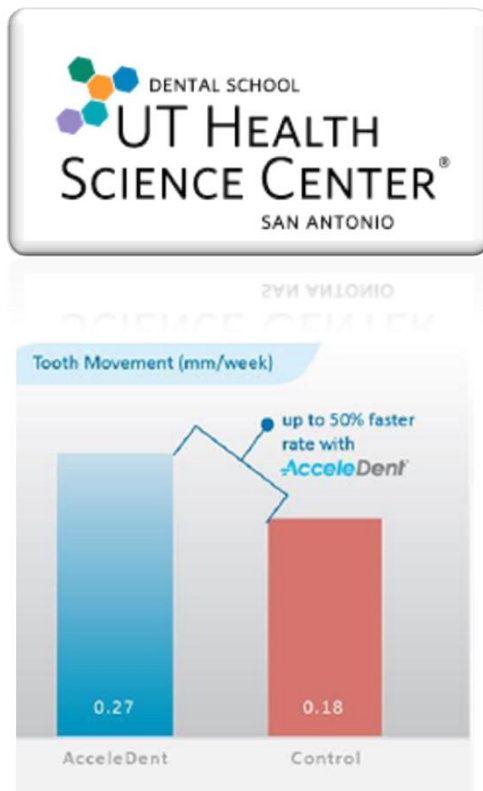


Travel Case

The Travel Case keeps your components safe, clean and secure.



AcceleDent® Aura — proven safe and effective in clinical trial



Safe

- No increase in root resorption
- No serious adverse events
- No difference in loss of posterior anchorage

Effective

- Clinically proven to accelerate tooth movement up to 50% faster

Clinical Trial Design

- 45 patients aged 12 to 40 years enrolled under Investigational Device Exemption (IDE)
- Randomized, controlled, blinded trial
- Trial completed November 2010

Data on file.

Treatment Coordinators: Adding value to your patients and your practice

Your role as Treatment Coordinator:

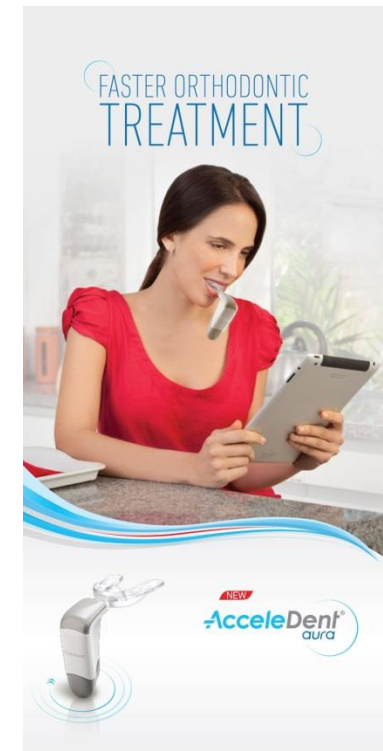
- Educate to add value to the patient's experience
- Educate patients and parents on advancements in orthodontics

Instill confidence in practice and doctor—and yourself!

- Offering **AcceleDent® Aura** means you're offering the latest technology and superior service

Utilize the patient brochure as an educational tool

Refer patients to **acceleDent.com** for more information

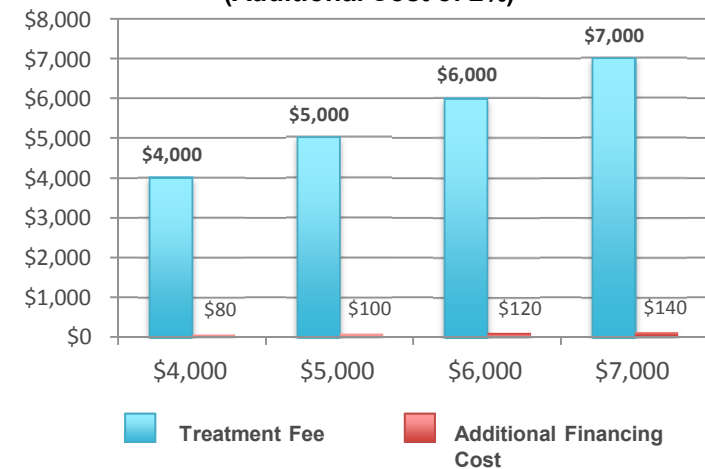


Offer financial solutions that meet the needs of patients and your practice

Offer and explain third-party financing

- Third-party payment plans separate treatment and payment schedules, so patients may adhere better to appointments
- Third-party payment plans cost your practice only marginally more than full-payment discounts (6% vs. 4%, typically)
 - Would you turn down a \$7,000 treatment plan?

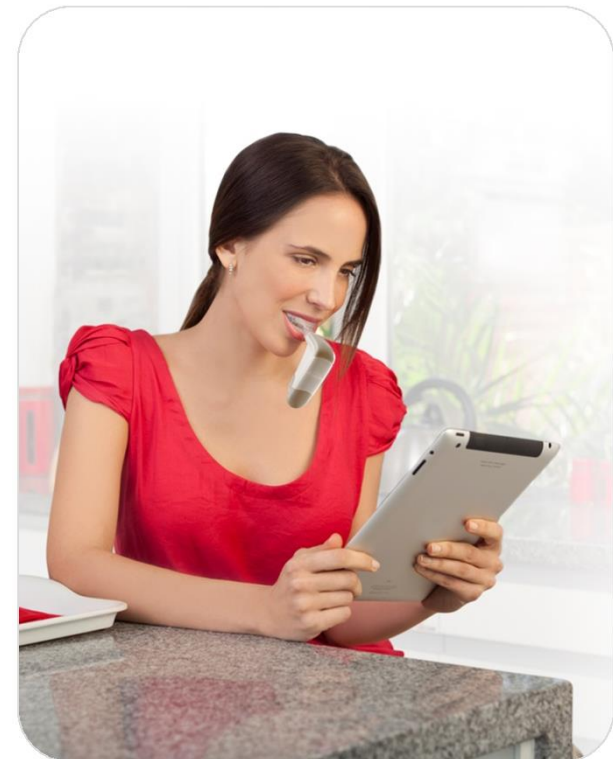
ADDITIONAL COST OF USING THIRD-PARTY FINANCING
4% Full-Payment Discount vs 6% Third-Party Financing
(Additional Cost of 2%)



AcceleDent® Aura: Adding value for patients

Reiterate the key patient benefits:

- 20 minutes a day
- Easy to use, hands-free
- Non-invasive option
- Promotes faster orthodontic treatment
- Orthodontic treatment feels more comfortable





Redefine the orthodontic experience with **AcceleDent® Aura**

- Make the appointment about the patient
 - Understand what they need from you and the practice
- Patients will accept what they clearly understand
 - Embrace your role as an educator
- Communicate benefits clearly and simply
 - Helps reduce treatment time and promotes patient comfort

Thank you!