



PREVENTIVE IS...

Preventive Story Launch Binder

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The Merriam Webster's dictionary defines **Preventive** as something that prevents; especially: something used to prevent disease¹.

But it's more than just that.

Preventive is a lifetime of oral health.

Preventiva es toda una vida de salud oral.

Prévenir est une vie de santé bucco-dentaire.

Präventiv ist eine Lebensdauer der Mundgesundheit.

Prevenzione è una vita di salute orale.

It's a multi-faceted continuum that involves procedures, products, solutions, programs and people, all working together to prevent disease and improve oral health. It's also a commitment to doing everything we can to support and empower dental professionals in that effort.

Research shows that dental caries is the most prevalent disease in humans. Tooth decay is the #1 chronic health condition in children.¹ And severe periodontal disease is found in 15–20% of adults ages 35 to 44.² The importance of preventive care is now greater than ever, and we're committed to providing the solutions, education and support dental professionals need to make a difference in patients' lives all over the world.

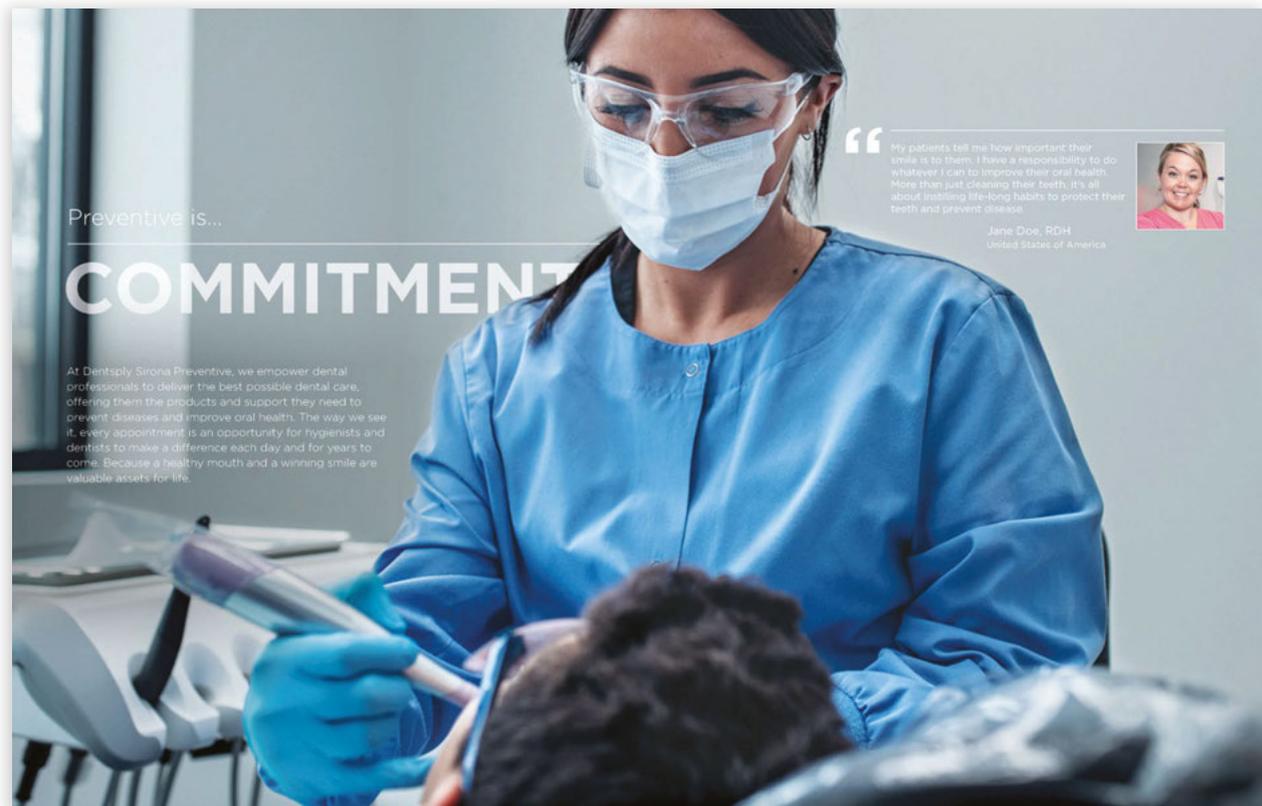
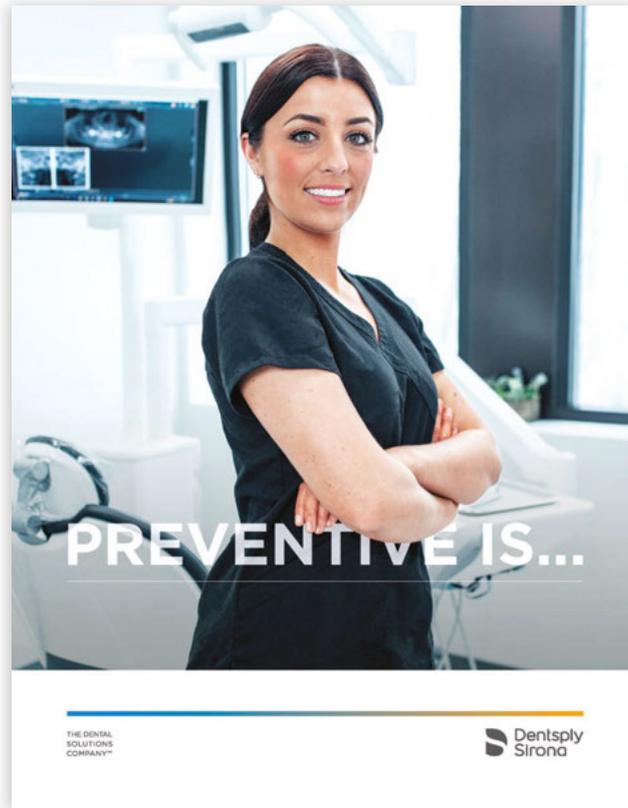
We're excited to roll out this campaign, which features testimonials from real clinicians and Dentsply Sirona Preventive team members who define what Preventive means to them. It highlights the many dimensions of preventive care—demonstrating how our efforts help educate, inspire and empower dental professionals around the world. Our strategy is to educate the market on our solutions and their impact while leveraging our long-trusted products and clinical support. This campaign highlights our company's longstanding dedication to innovation, education and empowerment—to providing dental professionals with the resources they need to deliver the best possible care and promote a lifetime of oral health.

This is the first wave of many strategic initiatives and campaigns from the Preventive SBU. We hope you will be able to utilize the assets within this campaign to promote our business and help us establish Dentsply Sirona Preventive as the leader in Preventive Dental Care.

Resources:

^{1,2} WHO Global Oral Health Database

The “Preventive Is” brochure is a simple, clear and effective way to communicate our story to internal stakeholders, distributors, key opinion leaders, and/or customers who want to understand what preventive dental care is and why it plays a key role in good oral health.



Our “Preventive Is” advertising campaign consists of two universal SBU ads and six procedural ads. The SBU ads introduce our Preventive procedural workflow and underlying mission to prevent disease and improve oral health. The Procedural ads reinforce this mission while introducing the Preventive portfolio of products within the specific procedural step and how they link to the Preventive procedure. Individual product ads can be used in conjunction with our “Preventive Is” campaign.

Preventive is ...

a continuum of care.

Set up Diagnosis Anesthetics Scaling Polishing Treatments

Preventive care involves a careful series of steps, clinically-proven and trusted products, patient self-care education, continual learning, and people—all working together—to promote a lifetime of oral health.

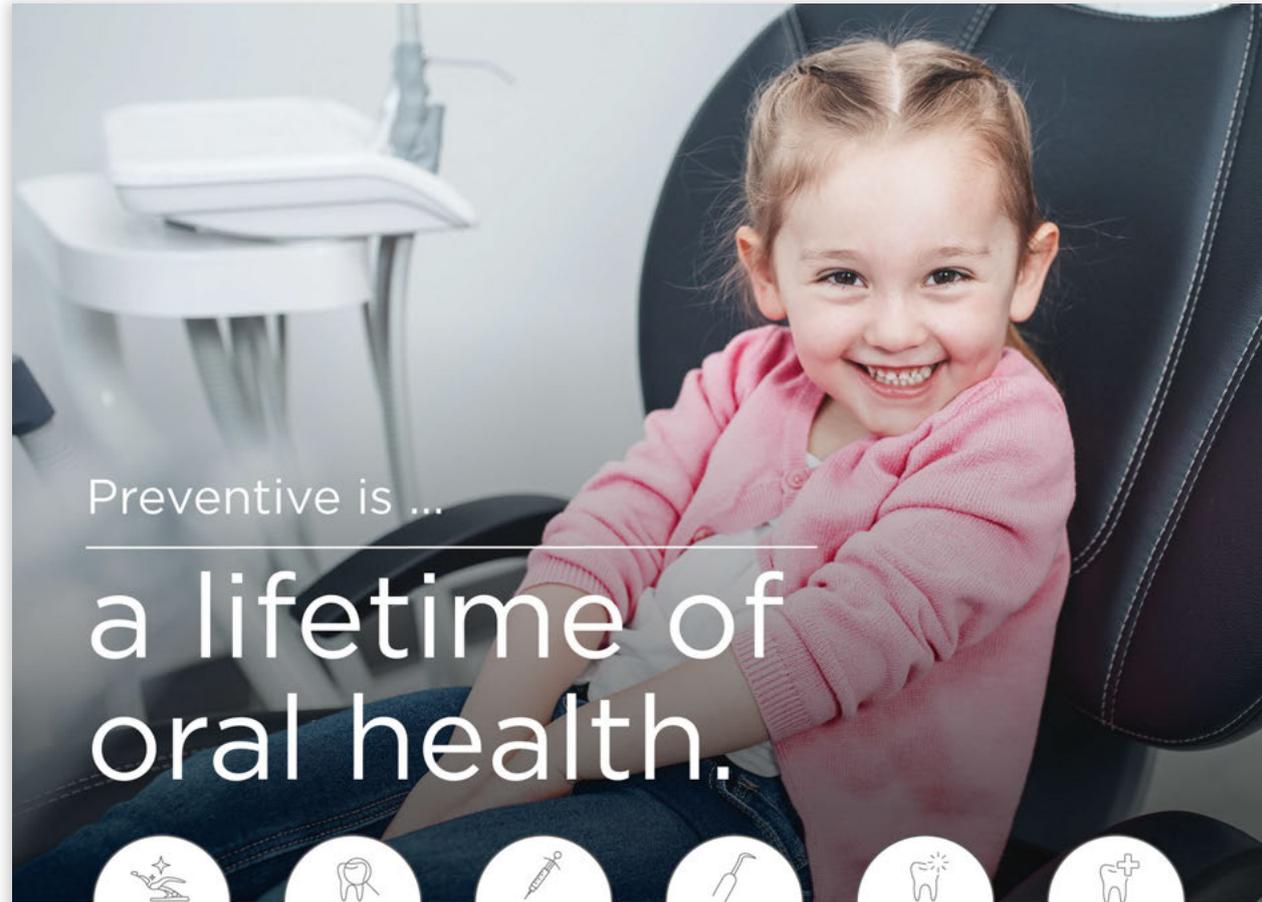
At Dentsply Sirona Preventive, we’re committed to providing the solutions, education and support dental professionals need at every stage of the preventive procedure. And through this partnership, we’re making a difference in patients’ lives all over the world.

Sign up for the latest news, CE course offerings and promotions.
dentsplysirona.com/preventive/signup

Dentsply Sirona Preventive’s solutions include:

- PracticeProtect™ Range Infection Prevention Products
- Rinn® Imaging Accessories
- Oraqix® (lidocaine and prilocaine periodontal gel) 2.5%/2.5%
- Cavitron® Scaling
- Nupro® Polishing
- Nupro® Treatments

© 2017 Dentsply Sirona Preventive COM99-0417-2



Preventive is ...

a lifetime of oral health.



The importance of preventive care can't be overestimated. Research shows that globally dental caries is the most prevalent chronic disease in children and adults.¹ Worldwide severe periodontal disease, which has been linked to other systemic diseases, affects 15 - 20% of adults between the ages of 35 - 44.² The key to improving oral health and these statistics is preventive care.

Every appointment is an opportunity for dental professionals to make a difference in patients' lives every day and for years to come. At Dentsply Sirona Preventive, we're committed to doing everything we can to support that effort, providing dental professionals the resources they need to help diagnose and prevent disease—and improve oral health. It's a partnership we take very seriously.

Join our Preventive Community.

 facebook.com/dentsplysirona.preventive

^{1,2} WHO Global Oral Health Database

Dentsply Sirona Preventive's solutions include:

[PracticeProtect™ Range Infection Prevention Products](#)

[Rinn® Imaging Accessories](#)

[Oraqix® \(lidocaine and prilocaine periodontal gel\) 2.5%/2.5%](#)

[Cavitron® Scaling](#)

[Nupro® Polishing](#)

[Nupro® Treatments](#)



Preventive is
protecting your
patients and
practice.

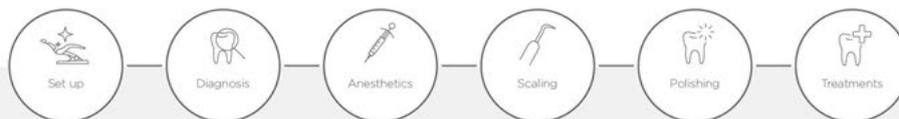
Set up: PracticeProtect™ Range

Proper set up is the critical first step, setting the stage for a safer, more comfortable and effective dental visit. It involves a series of careful procedures designed to protect patients from the spread of infectious diseases and protect practices from safety and compliance risks.

And Dentsply Sirona Preventive plays a key role in this effort. Our Practice Protect Range offers an extensive range of scientifically tested and clinically proven products—and support—designed to help dental professionals create a safer environment for their patients and practices. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



Learn more at dentsplysirona.com/preventive/setup



Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

© 2017 Dentsply Sirona Preventive. COM23-0417-4 Rev. 1

RCO's can modify product names in body copy and/or product images on white to reflect the product offerings in their local markets.



Preventive is ...

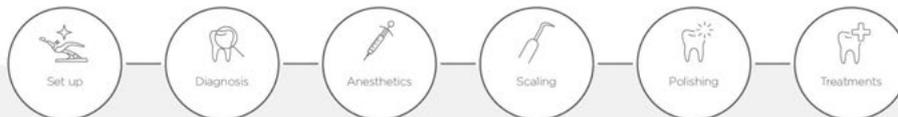
making the right diagnosis.

Rinn® Imaging Accessories

Dentsply Sirona Preventive offers innovative solutions and support to help dental professionals diagnose problems earlier and more accurately, with greater comfort for the patient. Our easy-to-use intra-oral radiographic positioning systems and accessories allow you to capture quality diagnostic images efficiently and comfortably for your patients whether you're using film, phosphor plates or digital sensors. Because the earlier the problems are diagnosed, the better. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



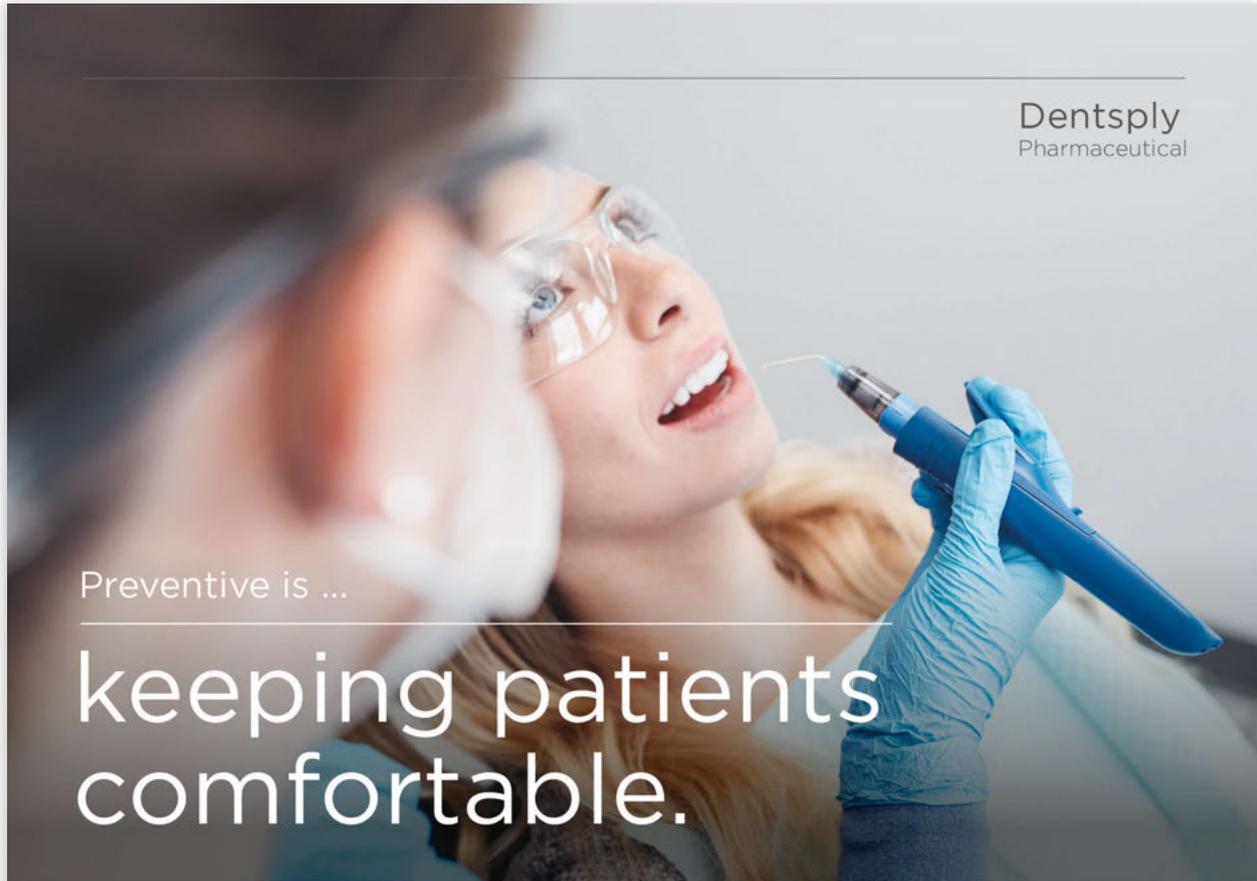
Learn more at dentsplysirona.com/preventive/diagnosis



Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

© 2017 Dentsply Sirona Preventive. COM22-0417-1

* Dentsply Pharmaceutical used in the U.S. only per FDA regulations. The RCO will need to customize each anesthetic ad, brochure, and/or poster with the approved product name and company name, as registered with their market's governing body.



Preventive is ...

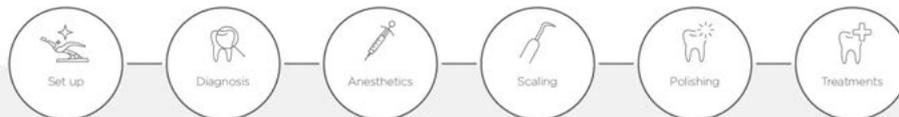
keeping patients comfortable.

Dentsply Pharmaceutical: Oraqix[®] (lidocaine and prilocaine periodontal gel) 2.5%/2.5%

Minimizing pain and patient discomfort is a goal of every dental professional—and a priority for Dentsply Pharmaceutical. That's why we've developed products like Oraqix. It's the only FDA-approved non-injectable anesthetic indicated for use during scaling and root planing (SRP). Research shows that 70% of periodontal SRP patients preferred Oraqix gel to injectable anesthesia.¹ And when procedures like scaling are more comfortable, patients are more willing to visit their dentists regularly. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



Learn more at [dentsply.com/preventive/anesthetics](https://www.dentsply.com/preventive/anesthetics)



¹ Van Steenberg D, Bercy P, DeBoever J, et al. (2004). Patient evaluation of a noninjectable anesthetic gel: a multicenter crossover study comparing the gel to infiltration anesthesia during scaling and/or root planing. *J Periodontol*, 75(11):147-478.

© 2017 Dentsply International. COM13-0417-1 Rev. 1

RCO's can modify product names in body copy and/or product images on white to reflect the product offerings in their local markets.



Preventive is ...

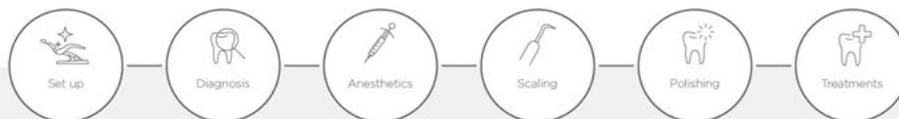
scaling comfortably
and efficiently.

Cavitron® Scaling

Dentsply Sirona Preventive offers customizable solutions that are designed to make the scaling procedure more effective—and a better experience for patients and dental professionals. Take our Cavitron Touch™ Ultrasonic Scaling System and FitGrip® Inserts, for example—two innovative solutions that more dental professionals rely on. Research shows that patients and dental professionals alike experience less pressure and greater comfort using ultrasonic rather than hand instruments.¹ When procedures like scaling are more comfortable, patients are more likely to visit their dentists regularly. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



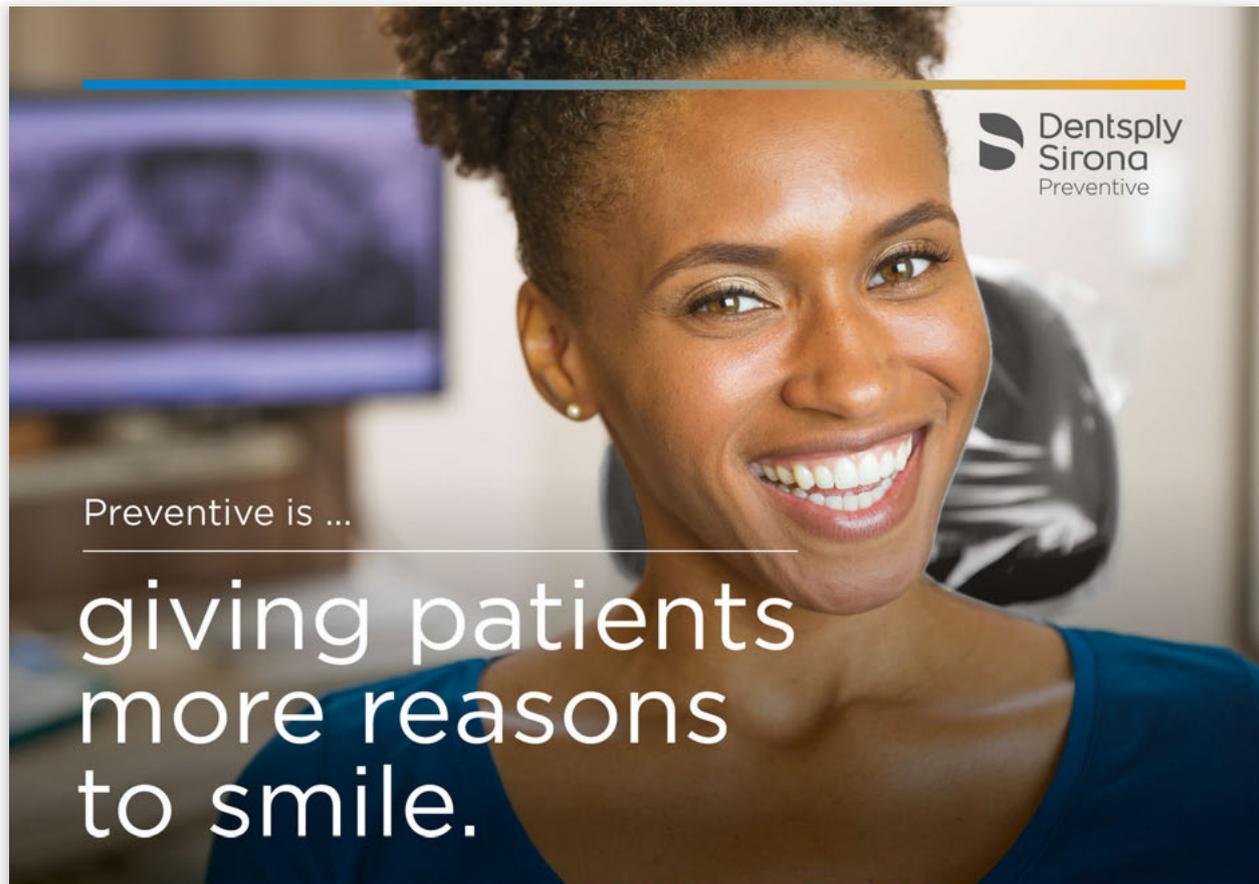
Learn more at dentsplysirona.com/preventive/scaling



Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

¹ Patient Preference for Ultrasonic or Hand Instruments in Periodontal Maintenance International Journal of Periodontics and Restorative Dentistry 2003; 23 #6
© 2017 Dentsply Sirona Preventive. COM02-0417-1 Rev. 1

RCO's can modify product names in body copy and/or product images on white to reflect the product offerings in their local markets.



Preventive is ...

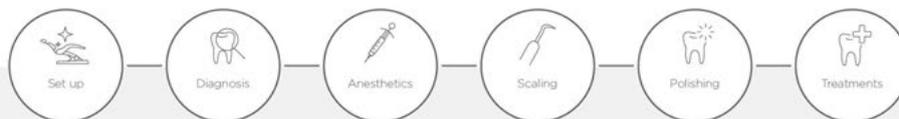
giving patients
more reasons
to smile.

Nupro® Polishing

Dentsply Sirona Preventive offers innovative products for cleaning and polishing teeth to keep patients healthy and looking their best. Take our Nupro Polishing portfolio, for example. This complete line of polishing handpieces, prophylaxis angles, cups, and pastes is fast, easy to use and effective in removing stain and biofilm. Nupro Polishing makes the experience more comfortable for dental professionals and for patients. That way, patients are more likely to visit their dentists regularly to help maintain a lifetime of oral health. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



Learn more at dentsplysirona.com/preventive/polishing



Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

© 2017 Dentsply Sirona Preventive. COM03-0417-1 Rev. 1

RCO's can modify product names in body copy and/or product images on white to reflect the product offerings in their local markets.



Dentsply
Sirona
Preventive

Preventive is ...

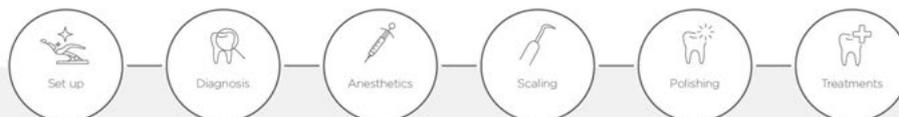
promoting patients'
long-term oral health
and confidence.

Nupro® Treatments

Dentsply Sirona Preventive offers innovative treatments that help protect patients' teeth and improve their appearance and comfort. Our Nupro Treatment family includes a variety of fluoride and whitening products—available in many different forms, popular with dental practices throughout the world. Scientifically tested and clinically proven, Nupro Treatments are easy to apply, convenient to use, and help make patients feel more confident about their smile and oral health. It's all part of our ongoing commitment to improving the entire continuum of preventive care.



Learn more at dentsplysirona.com/preventive/treatments



Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

© 2017 Dentsply Sirona Preventive. COM03-0417-2 Rev. 1

DIGITAL ADS

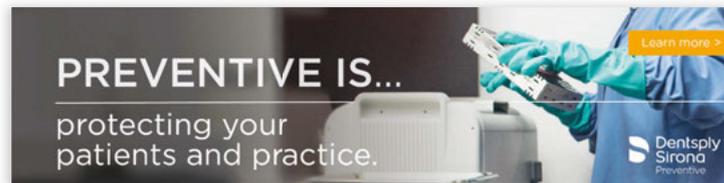
Digital advertisements provide an effective, quick and simple way to communicate across a variety of digital channels, such as search engines, websites, social media, and/or e-mail marketing. The web ads below are a cost-effective and impactful method to promote the “Preventive Is” campaign.



SBU WEB AD



SBU WEB AD



SET UP WEB AD



DIAGNOSIS WEB AD



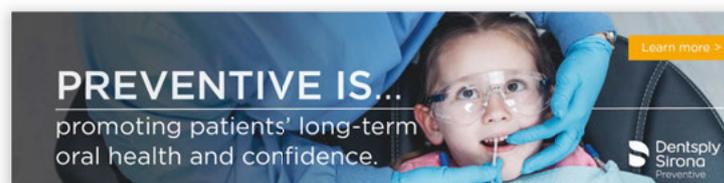
ANESTHETICS WEB AD



SCALING WEB AD

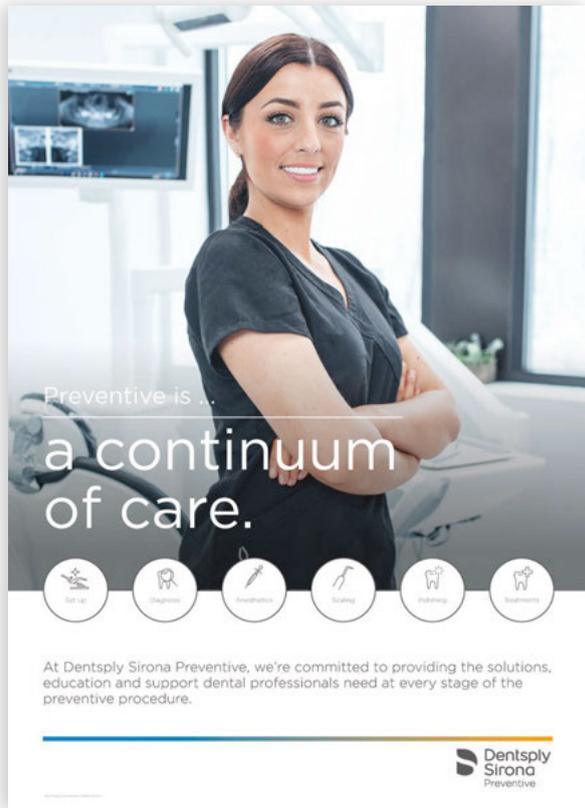


POLISHING WEB AD

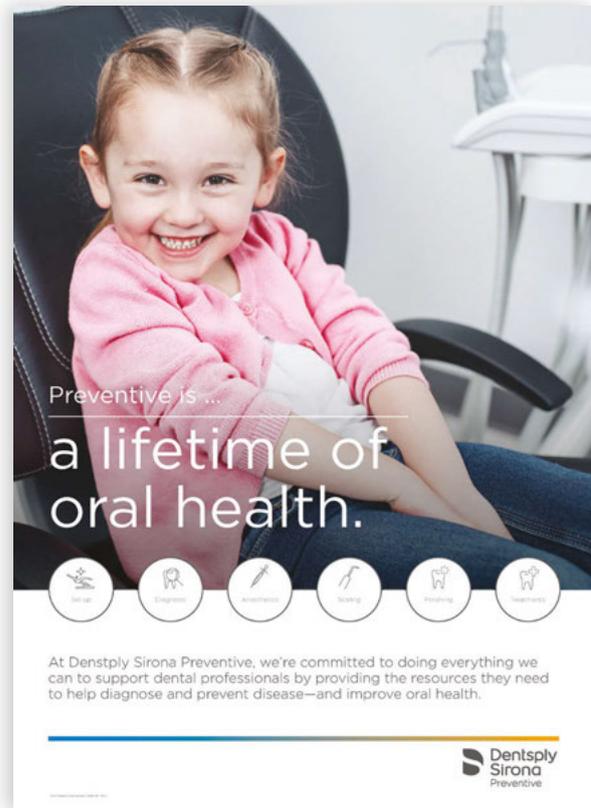


TREATMENTS WEB AD

Designed to be simple yet eye-catching, posters give readers a quick glimpse of information. The “Preventive” posters can be used in showrooms, the office, training centers, and/or trade shows. There are two universal SBU posters and six procedural posters.



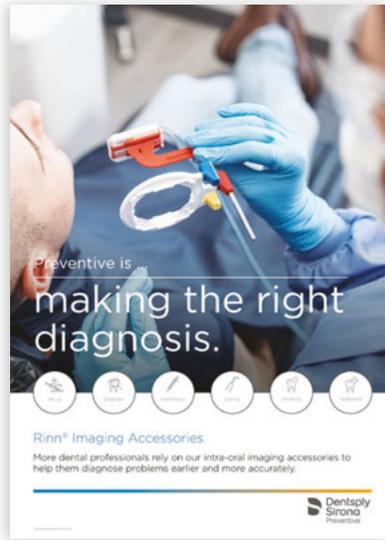
A CONTINUUM OF CARE



A LIFETIME OF ORAL HEALTH



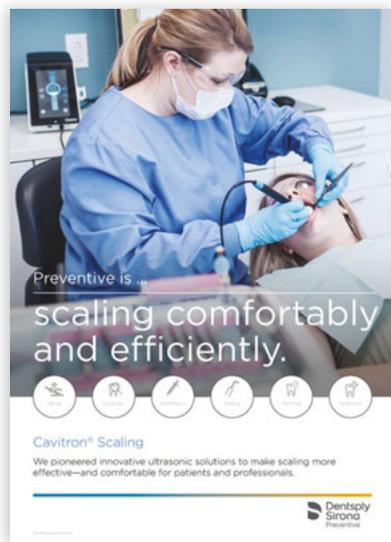
SET UP



DIAGNOSIS



ANESTHETICS



SCALING



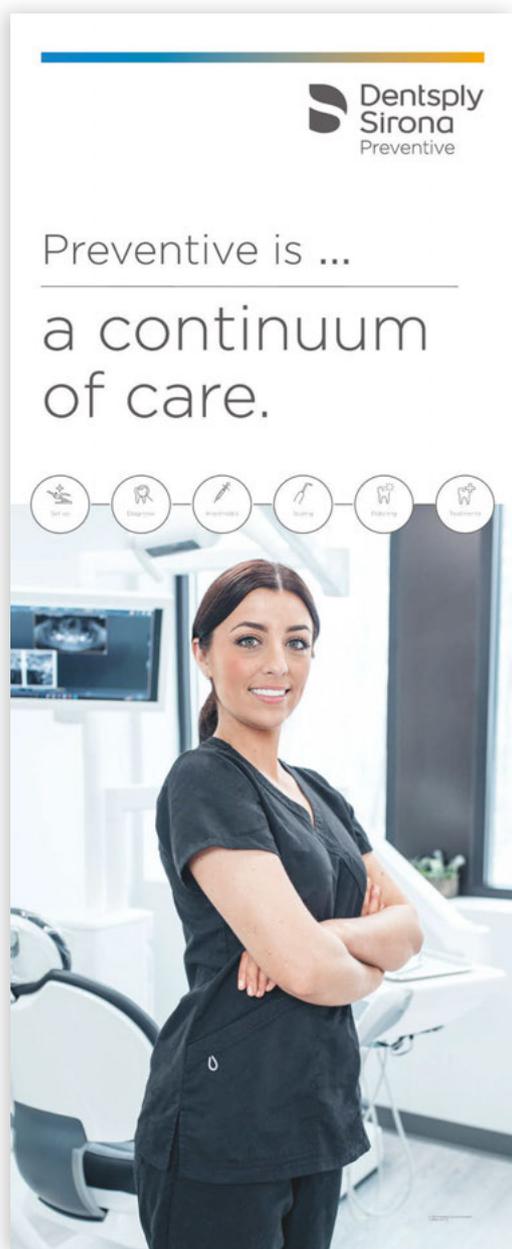
POLISHING



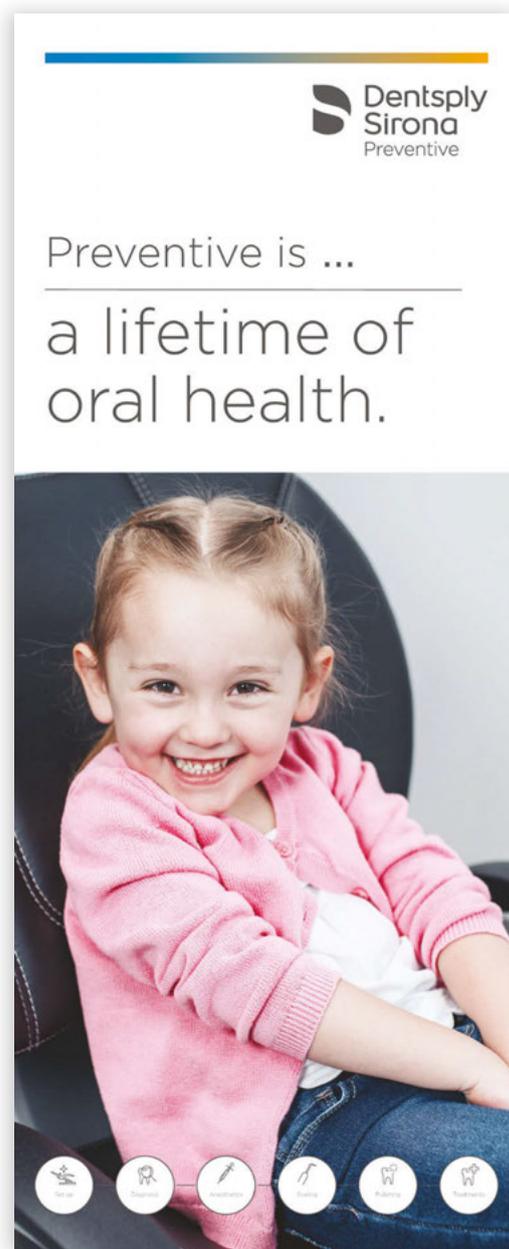
TREATMENTS

PULL UP BANNERS

The portability of pull up banners make them a great tool for displays at trade shows, training centers, clinical education events, and/or other live events.



A CONTINUUM OF CARE



A LIFETIME OF ORAL HEALTH

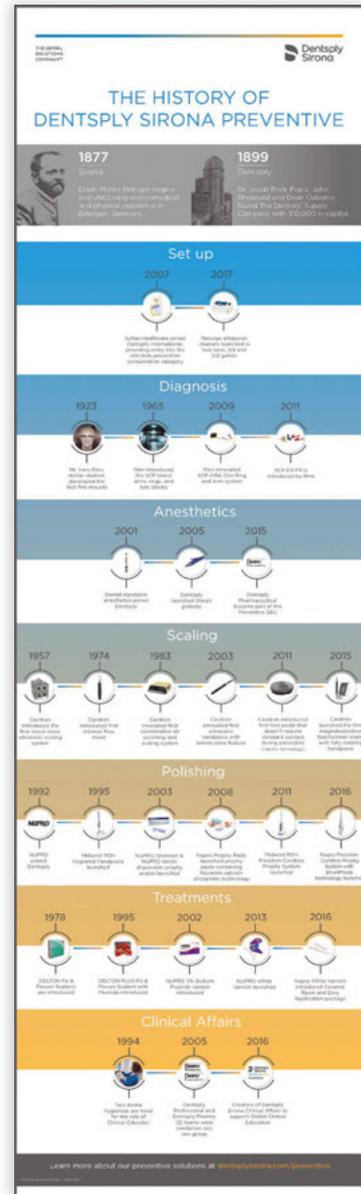
Infographics are visual representations of information intended to present data quickly and clearly. They are great to use on social media, websites, customer presentations, and/or dealer engagements.



CONTINUUM OF CARE

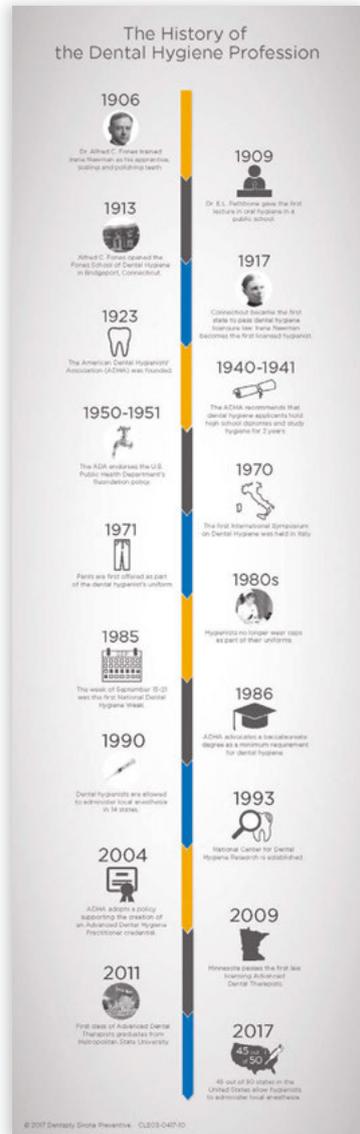


EDUCATION AND SUPPORT

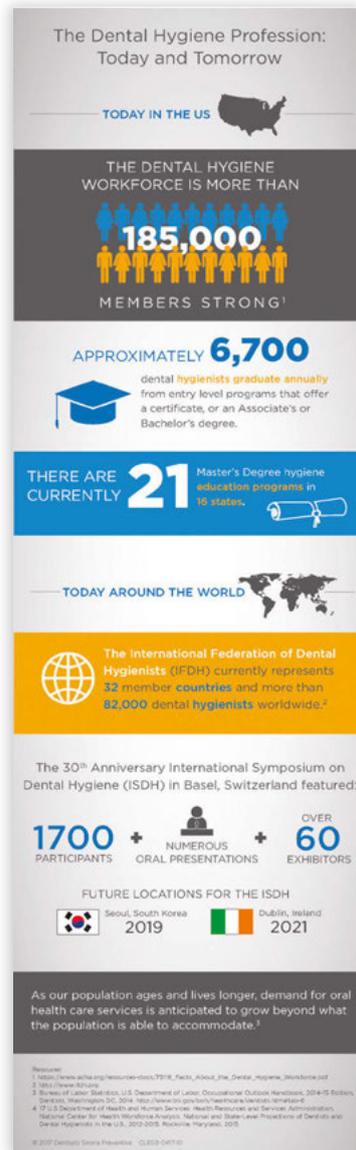


HISTORY OF PREVENTIVE

RCO's can modify product names in body copy and/or product images on white to reflect the product offerings in their local markets.



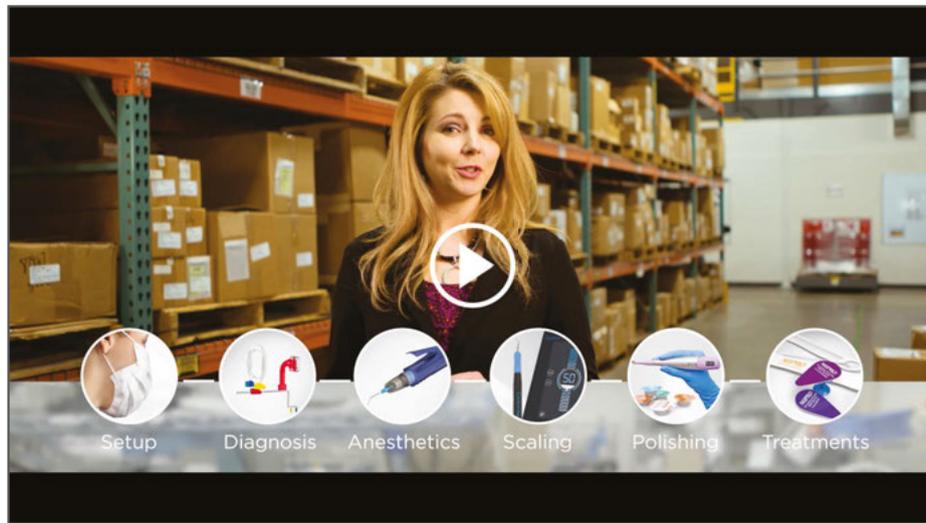
DENTAL HYGIENE HISTORY IN THE U.S.



DENTAL HYGIENE: TODAY AND TOMORROW

MARKETING VIDEOS

Each of the videos below tells a different part of the Preventive Story. They are ideal for use on websites, social media, internal or external presentations, tradeshows, and/or live events.



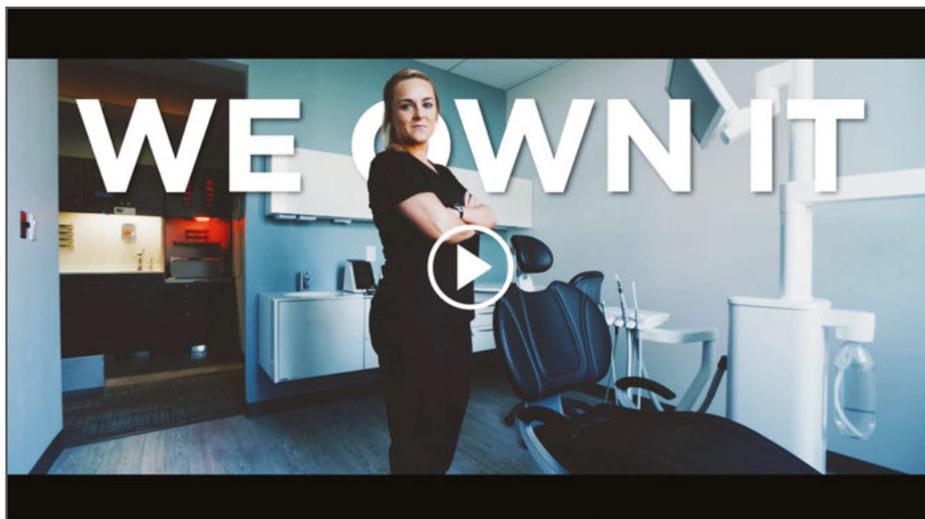
This video defines what Preventive is, why it matters, and highlights our ongoing commitment to improve oral health worldwide.

PREVENTIVE IS ... VIDEO
<https://youtu.be/8zFslcLa9Cc>



This video features interviews from clinicians from around the globe on why preventive dental care matters to them and why it is so important.

PREVENTIVE MATTERS VIDEO
<https://youtu.be/r6RFjOYC4uQ>



This video shows how we're there for clinicians along every step of the preventive procedure. Together, WE OWN IT.

WE OWN IT VIDEO
https://youtu.be/rO_l9lveR1w

SHOWCASE GUIDELINES

Showroom displays play an important part in building our brand. A common visual identity in displaying our portfolio of products and solutions will play an essential role in realizing the benefits of our merger, for ourselves, our customers and shareholders. Provided with the Preventive Story campaign assets are guidelines to a build your own showcase, with different rendering options that takes into account the variety of space and display capabilities as well as budget. The guidelines cover all key steps that will allow you to either execute in-house or outsource it.

Wide Display

Length: 117" Height: 17" Depth: 17"



Narrow Display

Length: 72" Height: 14" Depth: 14"



Narrow-Consolidated Display

Length: 48" Height: 14" Depth: 14"



The **Preventive Procedure Diagram** displays the preventive workflow in six steps. This full Diagram should be used to demonstrate the sequence of steps through which our products, solutions and resources empower dental professionals to provide better, safer, faster preventive care. The Preventive Procedure Diagram is a fundamental building block to cross-promote and spread awareness to the range of solutions and support provided by the Preventive SBU.



The entire preventive procedure involves a careful series of steps that make it possible to diagnose and prevent a wider range of potential problems earlier and with greater accuracy. Our solutions cover the complete continuum of preventive care—to ensure that every step is as effective as possible at preventing disease and promoting better oral health.

Usage

The Diagram is a key visual element in our Preventive visual identity. It should never be modified. The Dentsply Sirona logo and identity should be used in conjunction with the Diagram.

Diagram sizing

The Diagram should be displayed at a minimum width of 6 inches with the text inside the circle and 4.5 inches with text outside of the circle. Do not display the Diagram if the space allowed is smaller than the width indicated.

Colors

The Diagram should only be used in our approved corporate colors (gray, white, blue and orange).

When possible, the Preventive Procedure Diagram should be used on all external communications, including brochures, sell sheets, ads, videos, and websites.

When displaying the Diagram, use the boilerplate text either below or above the Diagram:

Boilerplate text:

Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

Preventive Procedure Diagram and Boilerplate text examples:



Usage

Due to sizing constraints, do NOT display the Diagram on half-page or smaller print advertisements and digital ads.

Diagram sizing

The Diagram should be displayed at a minimum width of 6 inches with the text inside the circle and 4.5 inches with text outside of the circle. Do not display the Diagram if the space allowed is smaller than the width indicated.

Colors

The Diagram should only be used in our approved corporate colors (gray, white, blue and orange).

When possible, the Preventive Procedure Diagram and boilerplate text should be displayed at the bottom of all full-page print advertisements.

Product Ad



Procedural Ad



Usage

Due to sizing constraints, do NOT display the Diagram on social media posts, e-mails or small direct mailers (such as a postcard). The Diagram does not need to be used on Clinical Education videos, unless desired by Marketing or Clinical Affairs.

When possible, include the Preventive Procedure Diagram and boilerplate text on SBU newsletters, product and procedural brochures, sell sheets, and marketing videos.

Brochure:

Use the Diagram either on the cover, inside spread or back cover.

Diagram on Brochure Spread

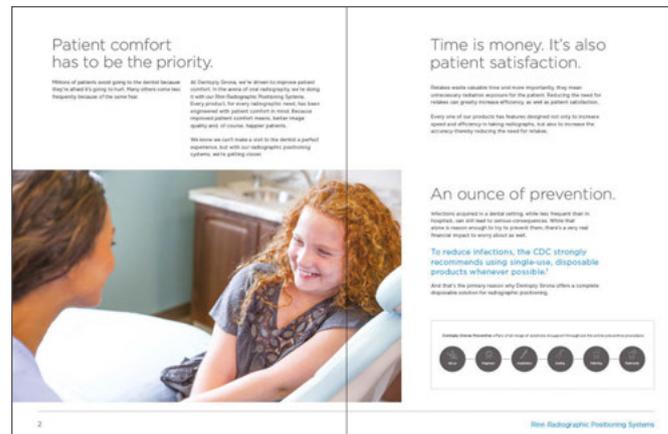


Diagram on Back of Brochure



Video:

Use the Diagram within all procedural marketing videos. The Diagram can be used at the beginning, middle or end of the video.

Diagram in White over Video

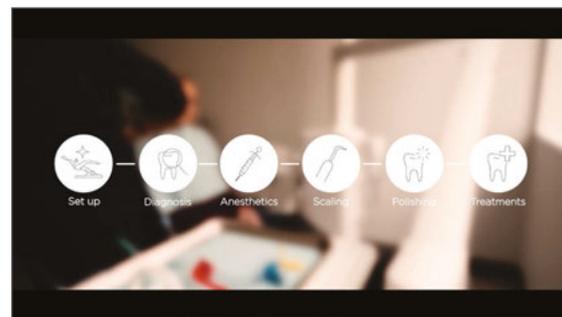
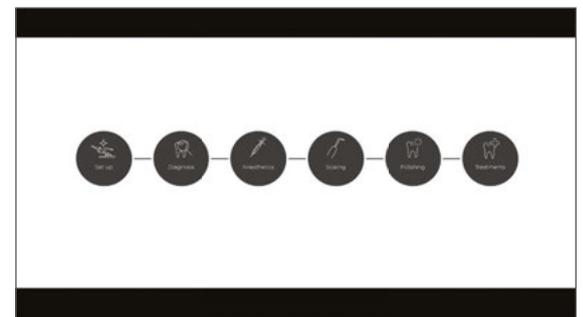


Diagram in Grey on White



Sell Sheet:

Use the Diagram either on the front or as a footer on the back of the sell sheet.

Diagram on front of Sell Sheet



Diagram as footer on back of Sell Sheet



Usage

When creating icons, use a simple style and consistent line weights.

Colors

Icons should only be used in our approved corporate colors (gray, white, blue and orange).

An icon is a graphic image or a small picture that is used to represent functional or conceptual ideas. They can be used in a variety of media and applications as a quick reference. Visual consistency among the icons is important. An icon should function as a visual cue that helps to identify features, navigation, actions or key information. An icon should not be used as a logo and should not represent a complex idea.

SBU Icon examples on website:



Product Feature Icon examples:



Procedural Icons:

The Procedural Icons can be used alone to highlight the portfolio of products or procedural solutions. The Procedural icons should always be used with the corresponding text, either within the circle, below it or beside it. If the Procedural icon is used alone, the full Preventive Procedure Diagram needs to be displayed somewhere on the marketing piece. This ties the individual Procedural icon to the full Diagram.

Platform Icon with text in circle



Platform Icon with text beside icon



Platform Icon with text below icon



Example of use in Ad or Sell Sheet

Polishing
Nupro Freedom™ Cordless Prophy System, Sim Disposable Angles, and Prophy Paste

Children produce plaque and that plaque can become thick and adherent. One new trend is to "pre-polish" to remove this thicker coating and facilitate a more thorough assessment. Polishing pastes are now more diverse, offering finer grits and animal bonding components such as calcium phosphate. For whatever you decide at the beginning or the end of your appointments, thorough biofilm disruption is the goal. And the Nupro Freedom Cordless Prophy System delivers that clean, smooth, sparkling clean feeling that even young patients appreciate.

Example of use in Brochure Spread

Scaling

Cavitron Touch™
Ultrasonic Scaling System
A redesigned unit that offers unprecedented comfort and control throughout every procedure.

- Exclusive Cavitron Clean-Mate 360 rotating handpiece
- Touch screen interface with customizable power output and memory presets
- Lightweight handpiece cable
- Detachable handpiece cable

Cavitron® Inserts
For hygienists who strive for efficiency, optimal, and performance, Cavitron® family of inserts work together to deliver the highest standards in ultrasonic scaling.

Polishing

Nupro Freedom™
Cordless Prophy System
Introducing the only cordless prophy system with SmartMode™ technology.

- Lightweight, cordless design
- 27k rpm speed and power
- No need for a foot pedal (optional)
- All-day, battery life

Nupro® Disposable Angles
The full line of Nupro Disposable Prophy Angles are designed for comfort, access and maneuverability.

Nupro® Prophy Paste
The largest selection of great tasting, gluten-free flavors!

Henry Schein Exclusive Bonus Rebate Offer!
Buy 1 Cavitron Touch™ and 1 Nupro Freedom™ Cordless Prophy System. Get an additional \$100 rebate for a total rebate of \$100. *Minimum order.

During the transition to the Dentsply Sirona branding, we will remain true to our underlying mission: preventing disease and improving oral health. This rebranding initiative has allowed us to take a close look at our Preventive portfolio so we can deliver on that mission — with the industry’s most extensive range of preventive products supporting clinicians throughout the entire continuum of preventive care.

If any products are discontinued or renamed, we will work with each local market’s regulatory and marketing teams to ensure that this is a smooth transition.

| OLD BRANDING | DENTSPLY SIRONA BRANDING |
|---|--|
|  | <p>PracticeProtect™ Infection Prevention Product Range</p> |
| <p>XCP-DS FIT® UNIVERSAL SENSOR POSITIONING SYSTEM</p> | <p>Rinn® XCP-DS Fit®</p> |
| <p>oraqix® (lidocaine and prilocaine periodontal gel) 2.5% / 2.5%</p> | <p>Oraqix® (lidocaine and prilocaine periodontal gel) 2.5%/2.5%</p> |
| <p>Cavitron®</p> | <p>Cavitron®</p> |
| <p>NUPRO®</p> | <p>Nupro®</p> |
|  |  |

TRANSITION TIMELINE:

We started our rebranding efforts at the end of 2016. As you can imagine with thousands of SKU’s, the transition of all Preventive products will take some time, and we will continue to keep you updated on this transition through the upcoming years. Soon, you will start seeing our trusted Preventive products in the Dentsply Sirona branding, but don’t be concerned if you still receive our original packaging as existing inventory becomes depleted.

2016 » 2017 » 2018 » 2019 » 2020

CONTACT

Thank you for continued support of the Preventive SBU. We're excited to share our story with the global Preventive communities, and you play a vital part in telling that story. Together, we can promote a lifetime of oral health across the world.

Please feel free to share with your teams when appropriate. If you have any questions or need additional guidance, our Global Preventive team is available and eager to help.

For questions, comments or concerns regarding the Preventive Story campaign, rebranding efforts, and/or the assets in this binder, please contact:

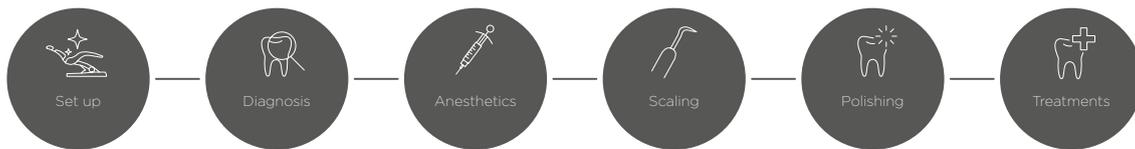
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Dentsply Sirona Preventive offers a full range of solutions & support throughout the entire preventive procedure.

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