

Making every patient the ideal patient

What is an ideal dental patient?

Ideal patients show up for appointments, are happy to be in your chair, don't move or challenge the procedure, heal nicely, and brag about how great you are. Ideal patients make you a better dentist and make you a better business owner. How many ideal patients do you have? NuCalm™ can make every patient an ideal patient, every time.

The NuCalm patient

NuCalm is revolutionizing the patient experience by naturally relaxing the body within minutes – providing a unique and comfortable dental experience for every patient. NuCalm is a natural, drug-free, side-effect free, and cost-effective means to creating the ideal patient. By mimicking the natural process of readying the body for sleep, NuCalm provides the same deep relaxation every person feels moments before they fall asleep.

"Our patients are calm, still, and relaxed throughout the entire appointment and when it is over they THANK us for a great experience... at the dentist! How cool is that? On average I am saving 20 minutes per hour of chair time because the patient is calm and relaxed, I am calm and relaxed, and my assistant is calm and relaxed! NuCalm is making me a hero with my patients."

—Dr. Peter Harnois, DDS, President of the Illinois Academy of Facial Esthetics

The NuCalm patient = the ideal patient

During a dental appointment, the NuCalm patient:

- ✓ Is relaxed - patient exhibits deep breathing and muscle relaxation
- ✓ Is unaware of time and space - distracted from dental procedure
- ✓ Is physically incapable of having an anxious response
- ✓ Is conscious - can respond to voice commands
- ✓ Is NOT compromised - NuCalm is a drug-free, neurobiomimetic relaxation technology

NuCalm's patent-pending solution has been administered on over 10,000 dental patients across the United States, with zero adverse effects:

- ✓ 94% would use NuCalm again
- ✓ 98% would recommend NuCalm to family and friends

How NuCalm Works

1.

Provide body with all natural neurotransmitters that counteract adrenaline

2.

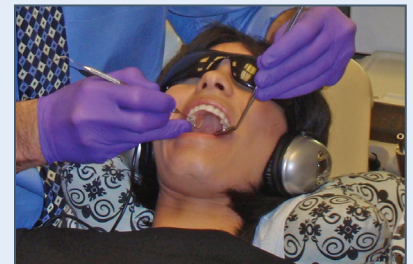
Catalyze effectiveness of neurotransmitters via mild electrotherapy stimulation

3.

Entrain brain waves to alpha stage of sleep for deep relaxation

4.

Block out light to maintain NuCalmed state



What patients are saying

"Absolutely awesome! I'm sold and can't imagine doing it again without it!"

— Meribeth

"I can't stand going to the dentist. Today I had a root canal and could not find a place to get anxious or fearful. The Endodontist told me I was his best patient of the day. I was okay through the entire procedure because of NuCalm."

— Doug

"I feel incredible! I can't wait to get back to work to tell everyone about this."

— Susan



The NuCalm impact: better dental care

Improving your dentistry takes time, effort, and the ability to focus on your dentistry. You can learn new techniques, adopt new technologies, and improve through repetition, but these are incremental improvements over time. NuCalm can improve your dentistry today! With NuCalm, all of your patients are relaxed, still, and fully available for treatment. Now you can focus exclusively on your dentistry. NuCalm creates the optimal working environment:

- ✓ Increased access and visibility by relaxing the jaw
- ✓ Better isolation from reduced swallowing and salivary flow
- ✓ No gagging or startle responses
- ✓ No anxiety or hypervigilant postures

The NuCalm impact: better business

What is the best way to improve your business? Through your patients. Providing your patients with an overwhelmingly positive dental experience will only serve to empower and activate your referral base. After NuCalm, patients are leaving feeling refreshed, rejuvenated, and ready to spread the word.

NuCalm also provides the following significant business advantages:

- ✓ Higher quality clinical outcomes - working on relaxed, still patients
- ✓ Reduced chair time - dentists are consistently completing procedures 30%-40% faster
- ✓ Higher team productivity - eliminating patient anxiety translates to improved focus on work
- ✓ Improved scheduling - patients won't miss appointments because of stress, fear, or anxiety
- ✓ Reduced marketing spend - the unique NuCalm patient experience will increase referral activity

The NuCalm impact: better implementation - takes only minutes to implement

NuCalm aggregates decades of sophisticated neuroscience research into a simple, pragmatic solution that takes less than 5 minutes to implement and even less time to administer.

Call today to start making every patient an ideal patient
with NuCalm **877-6NuCalm**

"NuCalm has changed the way our patients feel about coming to our office. "I will never fear coming to the dentist again." "That was the best dental appointment I have ever had." "I might stop by just so you can NuCalm me." "Thank you Dr. Kaufman for being on the cutting edge of technology and taking such good care of me." When we hear comments like these from patients we've been serving for years, we know that we are offering an incredible dental experience and truly helping our patients. It's amazing to witness our patient's sense of tranquility. When we see our patients in a state of pleasure rather than in a state of apprehension it is overwhelming to me and my team."

—Dr. Louis Kaufman, DDS

"I was very skeptical about NuCalm because it seemed too good to be true. The science behind it was enough proof for me to at least give it a try. I was very surprised at my patient's overwhelming delight. The protocol was very simple and easy to implement. My surgical assistant was able to provide a wonderful relaxation experience to my patient after only a 2 minute review of the steps."

—Dr. Paul Denmark, DDS, MSD,
Diplomate of the American Board of
Periodontology

