

Cleaner is healthier and healthier is happier

Dr. Mark has been caring for his dental patients for over 30 years. Like many dentists, he has seen the gamut of dental issues for which he provided countless dentures, nightguards, retainers, splints, sports mouthguards, and sleep appliances. Throughout that time, he noticed that those appliances would become stained, moldy, smelly, chipped, or broken. He may have even heard one or two "the dog ate my denture" stories.



He would explain to his patients that unclean appliances could impact their overall health. In fact, research has revealed that at least 40% of retainers have potentially dangerous microbes growing on them (eww!). Though his patients may have understood that, they would often tell him that a brush and toothpaste just didn't do the job, and no matter what they did, they couldn't get that awful smell out of their appliance.



Dr. Mark Wotherspoon

He knew there must be a better way to clean and care for those appliances, so Dr. Mark, along with co-inventor Steve Plakotaris, conceived the idea for a simple, all-in-one handheld device that would clean, store and protect all types of removable dental appliances.

It took 5 years to complete experiments, trials, and tests, on this new system that includes Dr. Mark's HyGenie Device, DentalFresh Cleansing Gel, and SureGrip Denture Brush.

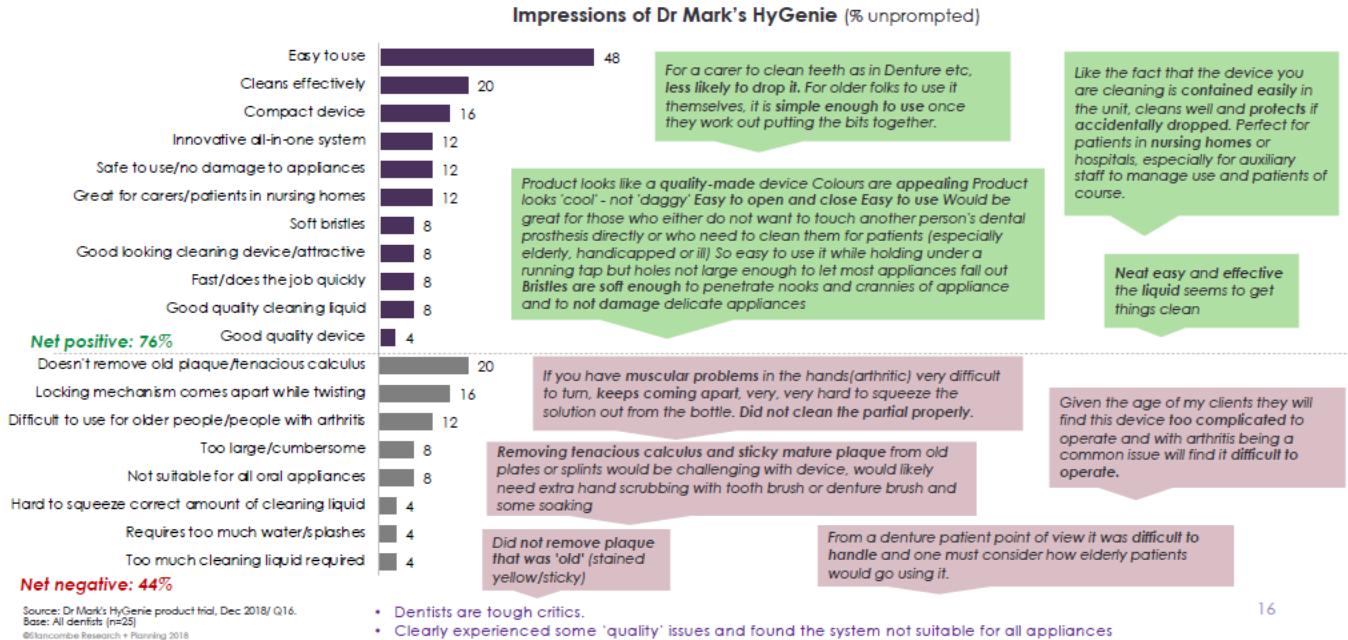


Here is what dentists and consumers had to say regarding this new system:



Dentists

DENTISTS PRAISE THE DEVICE'S EASE OF USE, BUT SOME HAVE EFFICACY AND DESIGN CONCERNS



16

- Dentists are tough critics.
- Clearly experienced some 'quality' issues and found the system not suitable for all appliances

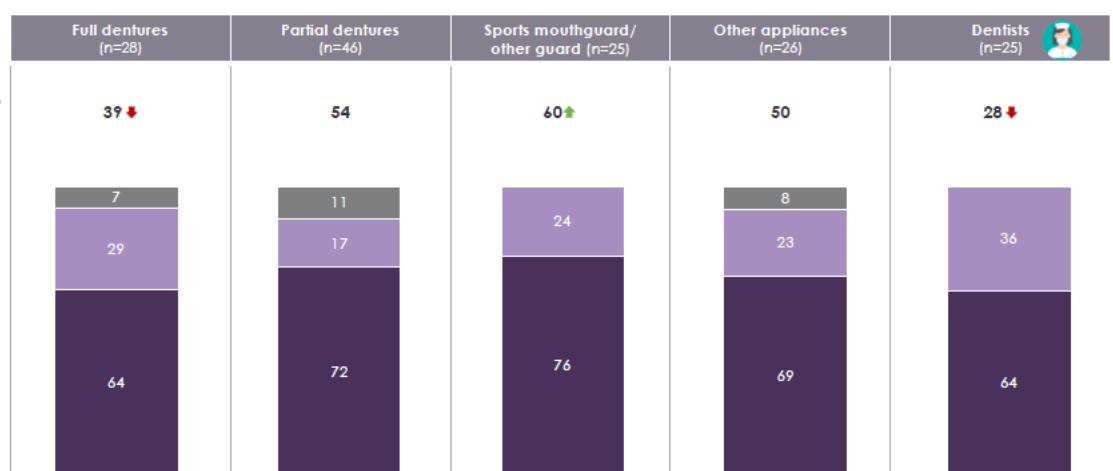
Sports mouthguard users the most enthusiastic group to trial
Dr Mark's HyGenie



A LARGE PROPORTION WERE PLEASANTLY SURPRISED THAT THE DEVICE WAS BETTER THAN THEY WERE EXPECTING

↑ Significantly higher than other segments
↓ Significantly lower than other segments

Extent to which Dr Mark's HyGenie met expectations: By user group (%)



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Source: Dr Mark's HyGenie product trial, Dec 2018/ Q16.
Base: All general population users (n=125) and all dentists (n=25).
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You may recognize these personality traits in some of your patients when it comes to caring for their oral appliances:

She's fabulous, she's saucy, but she doesn't clean her dentures properly.

Meet Dolores.

Dr Mark's HyGenie

She's sweet, she's fierce, but she's constantly misplacing her mouthguard.

Meet Millie.

Dr Mark's HyGenie

Meet Nigel.

Dr Mark's
HyGenie®



**He's a genius, he's a
know-it-all, but he
doesn't clean his
night guard correctly.**

Meet Tiffani.

Dr Mark's
HyGenie®



**She's gorgeous, she's
#instafamous, but
she never ever cleans
her Invisalign®.**

Invisalign® is a registered trademark of Align Technologies

One thing most patients do agree on: cleaning is easier and storage is handier with Dr. Mark's HyGenie. Cleaning your appliance is as simple as "doing the twist".

Dr Mark's HyGenie®

7 Simple Steps For Peak Oral Hygiene

1 OPEN

Hold the bottom handle (blue) and device body (clear) in one hand. Turn the top handle (white) either direction until it clicks into place. Lift off the top.

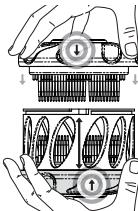


2 PLACEMENT

Nestle your dental appliance into the bottom brush. Paired orthodontic aligners can be placed together, with one facing upwards and one facing downwards, as shown.



Line up the arrows found on the top handle and clear body, as shown. Gently press down until the handle 'sits' into place. Twist it in either direction and it will 'click & lock' closed.



4 DENTAL FRESH

Holding your HyGenie over a basin, squeeze 1 to 2 generous drops of Dr Mark's DentalFresh® into the device through the perforations and apply a splash of water.



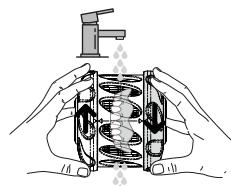
5 WASH

Rotate the top and bottom handles in opposite directions, or, alternate top and bottom washing by holding one handle in place and rotating the opposite handle. Wash for 30-45 seconds or until DentalFresh foam thoroughly covers your appliance.



6 RINSE

Rinse the HyGenie under gently running water, rotating the handles in opposite directions, until all DentalFresh foam is rinsed away and water runs clear through the device.



7 WEAR IT, STORE IT, PROTECT IT

Now that your dental appliance is clean, fresh and ready, you can wear it or store it safely in Dr Mark's HyGenie® until you need it next.



The HyGenie Kit is a must have to be sent home with every removable dental appliance you make.

Call Whip Mix today to purchase at a remarkable savings.