

Introducing NoGag™:

Try it once, create a Patient for Life™



NoGag: Smart, Simple, Stress-Free

Elevator Pitch

NoGag oral care made Smart, Simple, Stress Free

10 Seconds to NoGag eliminating the gag reflex and increasing referrals, procedures, and patients.



Value Prop

Introducing NoGag™:

Try it Once, Create a Patient for Life™

- Eliminates the gag reflex in 10 seconds
- Creates new referrals, patients, & procedures
- Creates a Patient for Life and a powerful competitive advantage in your market



What Are People Saying?



My hygienist has worked for me for over two years, and I never knew that she avoids cleanings because of her gag reflex. This brief conversation made me realize I need to address this concern within my dental practice on a broader scale.”



From Dentist



I think it's a wonderful product and would like to use it at every appointment.”



From Hygienist



Just the thought of having x-rays at the dental office makes me feel like gagging but after trying the NoGag I can touch the back and sides of my tongue and no gagging for hours! This is going to make my dental appointment so much easier.”



From Patient



What Are People Saying?



I'm a gagger, and have been my whole life, the act of brushing my teeth starts the gagging reflex when brushing certain areas of my mouth. I have been testing that product for over a year, and the results are profound. I can actually brush my teeth without gagging. It really works!! ”



From Patient



I wasn't expecting much gagging relief, but was pleasantly surprised with the results ”



From Patient



“I don't have to worry about gagging, it really worked”



From Patient



“I can brush my teeth now without gagging! ”



From Patient





Instructions for Use

- 1) Open packet horizontally.
- 2) Place small amount of powder on top 1/3 anterior of tongue to acclimate patient to taste.
- 3) Place remaining powder on top front 1/3 of anterior tongue.
- 4) Wait 10 seconds.
- 5) Instruct patient to close and swallow normally.

*This product is not intended to diagnose, treat, cure, or prevent any disease or condition.

*FDA PART 182 SUBSTANCES
GENERALLY RECOGNIZED AS SAFE
(GRAS) Subpart A - Commission
regards such common food ingredients
as safe for their intended use.



Nutrition Facts

20 servings per pouch	
Serving Size	1 packet (0.5g)
Amount per serving	
Calories	0
% Daily Value*	
Total Fat	0g 0%
Saturated Fat	0g 0%
Trans Fat	0g
Cholesterol	0mg 0%
Sodium	150mg 6%
Total Carbohydrate	0g 0%
Dietary Fiber	0g 0%
Total Sugars	0g
Includes	0g Added Sugars 0%
Protein	0g
Vitamin D	0mg 0%
Calcium	0mg 0%
Iron	0mg 0%
Potassium	0mg 0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general advice.

INGREDIENTS:
SODIUM CHLORIDE, CITRIC ACID

What is NoGag?

- Proprietary mixture of food-grade powders.
- Eliminates gag reflex in 10 seconds.
- Lasts for ~60 minutes.

Over **8%** of patients experience gagging every time they visit a dentist.

Smart, Simple, Stress Free.
www.nogag.com



The Problem: Care Before NoGag



75% of US adults suffer from some level of dental anxiety.



5–10% of US adults suffer from extreme anxiety, avoid visits, or only seek emergency care.

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9–15% of Americans avoid seeing the dentist because of anxiety and fear.

That's about 30–40 million people.

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- Over 8% of patients experience gagging every time they visit a dentist.
- Over 50% of patients have experienced at least one episode of gagging when visiting a dentist.
- 5-10% of US adults suffer from extreme anxiety, avoid visits, or only seek emergency care.
- 9-15% of Americans avoid seeing the dentist because of anxiety and fear; that's about 30 to 40 million people.

References Available Upon Request



NoGag: Key Value Propositions

Dentist/Owner

- Providing “best care,” comfort, and systemic health.
- Existing Patients: New procedures (recapturing those avoiding care).
- New Patients and Referrals: New patients and procedures.
- Maximum procedures per year (2x), no avoidance.
- Maximum reimbursement, margins, net profit.
- Powerful Competitive differential with NoGag Direct-2-Patient Toolkit (brochure, social media, & more)

Hygienist

- Great patient care, satisfaction, and referrals.
- On-time procedures.
- Quality of life and reduced personal stress.
- Gag stress is felt by everyone involved .

Patient

- Stress reduction.
- Pain reduction.
- Anxiety relief.
- Better oral health.
- Cost reduction from compounding issues as care is avoided.

NoGag Oral Care

Oral care made Smart, Simple, Stress Free.

What Does a Practicing Dentist Say?



Dentist: “Overall, I search for opportunities that allow me to impact the oral health of my patients which has a tremendous impact on their quality of life. When it became clear to me, that NoGag has the potential to significantly improve the comfort for dental patients when they visit the dentist, my interest peaked. If it reduces their fear then it has the potential to improve my patients’ oral health, their systemic health and thus, the health of my community.”

Tom Wegner, D.D.S. - Town & Country Dental



NoGag: No Boundaries to Practice Growth and Sales Potential



	Qualification Questions	Sales Strategies
New Procedures	<ul style="list-style-type: none"> • How many procedures and referrals could your practice win by offering a NoGag experience? • With 60 minutes of effect, how would NoGag help create a Patient for Life? 	<ul style="list-style-type: none"> • Suggest practice modifies its intake form to qualify patient gagging score and potential impact to avoiding procedures, X-rays, cleanings. • Encourage the office keep a minimum on-site NoGag product volume and a routine order is in their ordering system so they are never at zero. • Use as door opener to other products and competitive accounts. • Leverage the Direct-to-Patient Tools as value add for office to promote NoGag to existing and new patients with the patient-friendly brochure and social media tools • Enjoy a new competitive credibility and commissions creating solution, NoGag.
New Patients	<ul style="list-style-type: none"> • Offering the NoGag experience, and Direct to Patient tools, how could NoGag increase patient referrals while increasing care and the bottom line? 	
Smart, Simple, Stress-free	<ul style="list-style-type: none"> • NoGag brings a powerful quality of care that has not been possible until now. • Try it once, create a Patient for Life. • Create new patients, procedures, and referrals. • Even existing patients become powerful testimonials when their best visit happens at your practice. 	





NO GAG



833-288-5489



NoGagSupport@medliteid.com



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