



PROTECT AGAINST UNSAFE DENTAL SUPPLIES



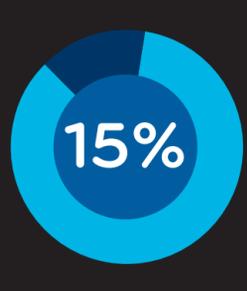
PATIENT SAFETY IS AT STAKE

Potentially unsafe “Gray Market” or illegal “Black Market” refers to products and materials often found at deep discounts through unauthorized channels. These include products that are:

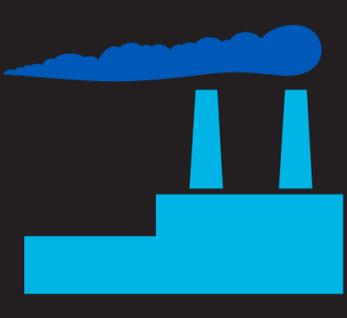
- Recalled
- Counterfeit
- Expired
- Toxic
- Mislabeled
- Banned



\$6 BILLION
The U.S. dental supply market is a \$6 billion industry*



Some estimate nearly 15% of the U.S. dental market is gray or black**



5-8% OF PRODUCTS

One manufacturer estimated 5-8% of products carrying their label were in fact counterfeit***

RISKS OF UNAUTHORIZED DENTAL PRODUCTS



PATIENT SAFETY

Patterson takes the well-being of your patients seriously. Gray and black market dental materials pose a critical health risk to those who put their trust in you.



BURDEN OF LIABILITY

The buyer holds all liability in patient claims.



NO WARRANTY

Materials purchased through unsubstantiated channels come with no warranty if and when they fail.



INCONSISTENT QUALITY

Counterfeit and unregulated materials lack the consistent quality and performance we've all come to rely upon from trusted brands.



UNKNOWN SOURCE

The untraceable nature of gray and black market products means you can't know the source or trust the ingredients you're purchasing.

PATTERSON DENTAL'S COMMITMENT

SCOTT ANDERSON,
CEO, Patterson Companies

"We have worked hard for years to ensure the highest integrity of our supply chain, and we hope that the rest of the dental supply industry will show a similar commitment to secure their own supply chains."

"By further reinforcing the integrity of Patterson's supply chain, we can safeguard against the distribution of products that may be unsafe or are illegal."

PAUL GUGGENHEIM,
President, Patterson Dental

Learn more about Patterson Dental's commitment to protecting the dental supply chain at DentalSupplyIntegrity.com.



SAFETY · TRUST · CONFIDENCE

*Dental Equipment and Supplies Manufacturing in the U.S. and its International Trade Supplier Relations US, LLC, Irvine, CA, February, 2014.

**"Shades of Gray" Mentor, Santa Ana, CA, December, 2013.

***"Are you using 'gray-market' or counterfeit dental products?" Journal of American Dental Association, June, 2010.