

TV Coverage for Your Practice

Den-Mat® is pleased to bring to your attention a great opportunity for you to promote your practice as one that offers superior oral health care.

Many TV stations find the Sapphire® Plus Lesion Detection system's ability to help detect precancerous and early stage cancerous tissue to be very newsworthy, and a TV news spot featuring your use of the Sapphire Plus Lesion Detection system would generate significant awareness for your practice. It is also a terrific way to let current and prospective patients know about your commitment to providing the best oral health care possible.

Arranging a news feature of this type may be easier than you think. If you are interested in this type of media exposure on a local network TV station (ABC, CBS, NBC, or Fox), we recommend the services of **Ms. Susan Schonfeld of Universal Public Relations.**



Susan has generated dozens of TV features of the Sapphire Plus Lesion Detection system already. She works closely with Den-Mat's marketing team to ensure that the station and the practice have all the information, materials and other support they need. If Susan is successful at arranging to have a TV feature taped at your practice and aired on TV, Susan's fee will be a reasonable \$1,800, and you will pay nothing until your segment airs. If Susan is not successful in arranging a segment for your practice, you owe nothing.

We urge you to take advantage of this unique offer. Your practice has nothing to lose, and everything to gain.

If you would like more information on getting TV coverage for your practice, call Susan today at **(845) 721-9456**, or email her at **universepr@aol.com**

Thank you for your purchase of Sapphire Plus Lesion Detection and we wish you continued success.

Sapphire® plus
LESION DETECTION