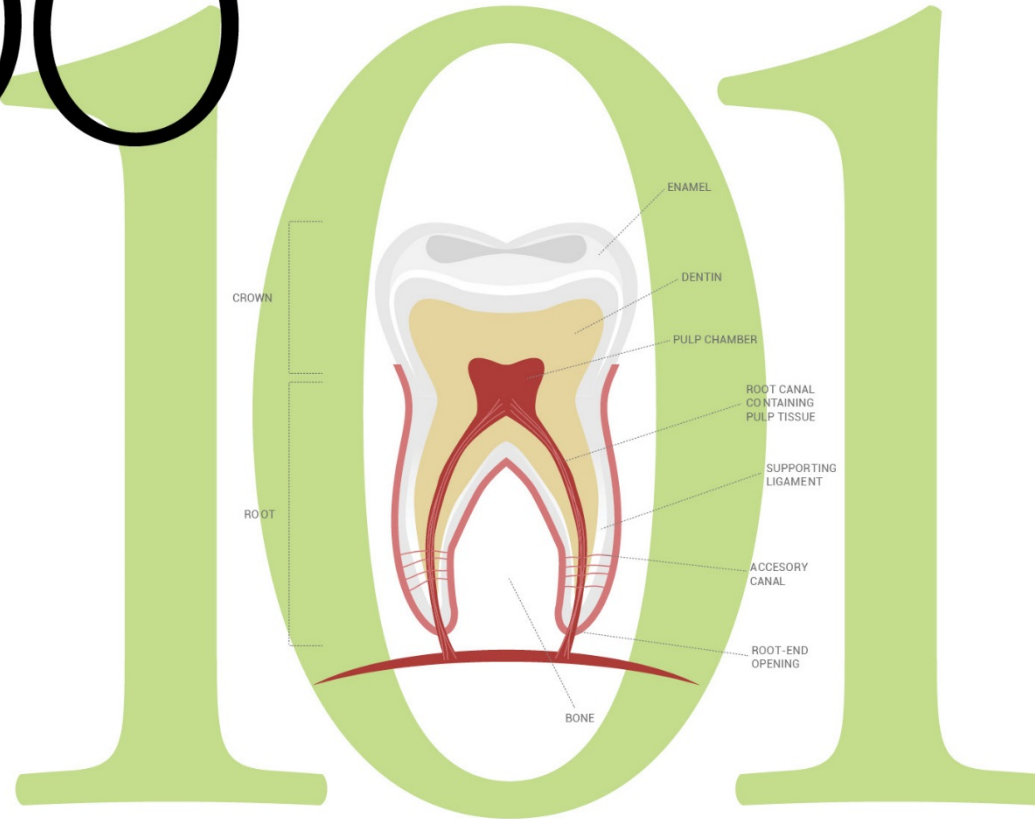


ENDO



Your Quick Start Guide to Selling Endo

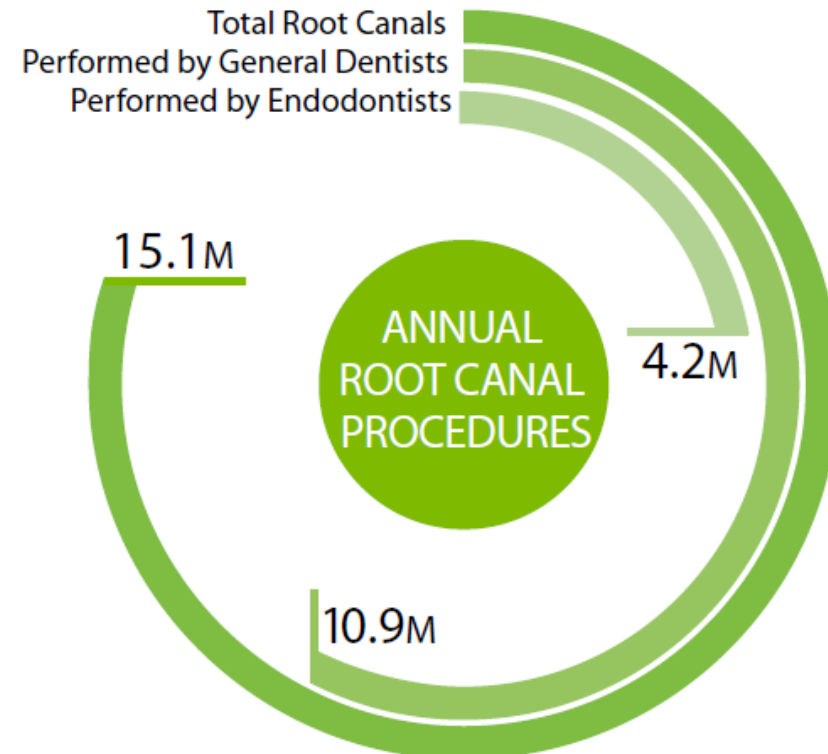
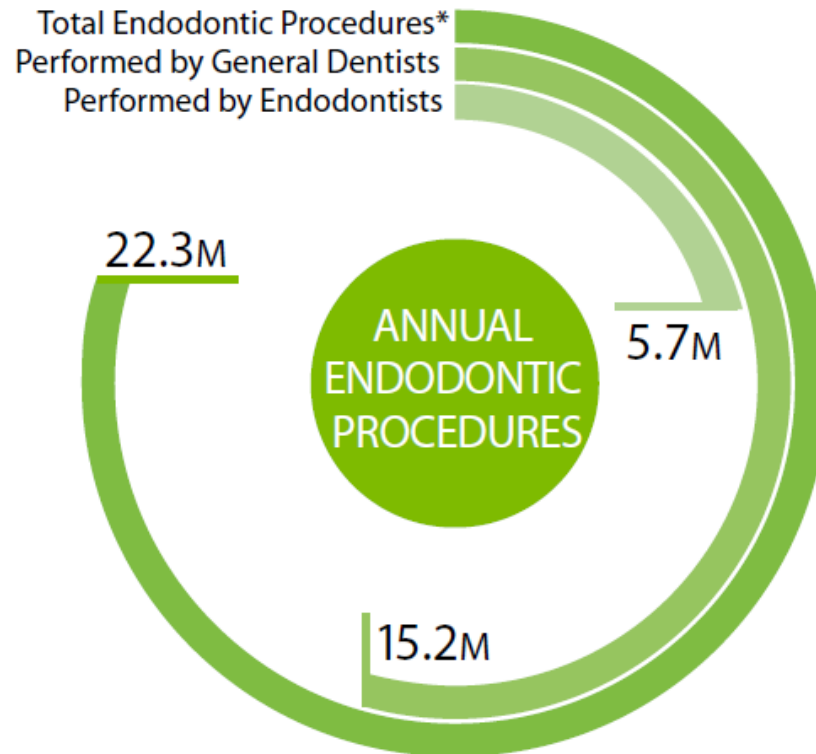
Why sell endo?

As a distributor sales rep, endo sales may seem out of reach. Not only is most endo sold direct, but the clinical knowledge required to sell endo may seem intimidating.

As your industry partner in endodontics, COLTENE can help you gain a familiarity with the clinical basics of endodontics. ENDO 101 provides an easy-to-understand overview of the entire root canal procedure along with the products an endodontist or general dentist needs at each step in the process.

In addition, ENDO 101 explains how recurring endo sales can help you achieve your territory targets.

Who does endo?



*Endodontic procedures: Root canal, retreatment of root canal, apicoectomy, root repair or removal, replantation

Source: <https://www.aae.org/specialty/about-aae/news-room/endodontic-treatment-statistics/>

Millions to billions...

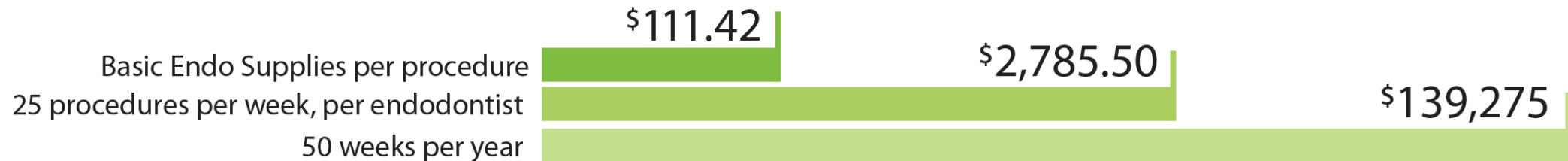
- ▶ More than 70% of root canal treatments (RCT) are performed by general dentists.
(Source: AAE)
- ▶ The endodontics market is expected to reach \$1.7 billion by 2023, up from \$999 million in 2014.
(Source: Transparency Market Research)



Let's do the math...

- ▶ A recurring shipping program with **one doctor** can add **\$139,275*** to your annual sales.
- ▶ Multiply by **10 offices** and you've added **\$1,392,750** in annual volume to your territory.

*Retail pricing; results may vary



Endo Ice	.75
Burs	5.00
Dental Dam	.50
Dam Clamp	15.00
Hand Files	10.00
Rotary Files	70.00
Syringes	1.20
Tips - 30ga slotted (3)	1.50
NaOCl 6%	.38
EDTA 5ml	.75
CHX - Ultra 5 ml	.64
Paper Points	1.50
Gutta-Percha Points	.20
GuttaFlow 2	4.00
Total	111.42

Recurring products per root canal procedure

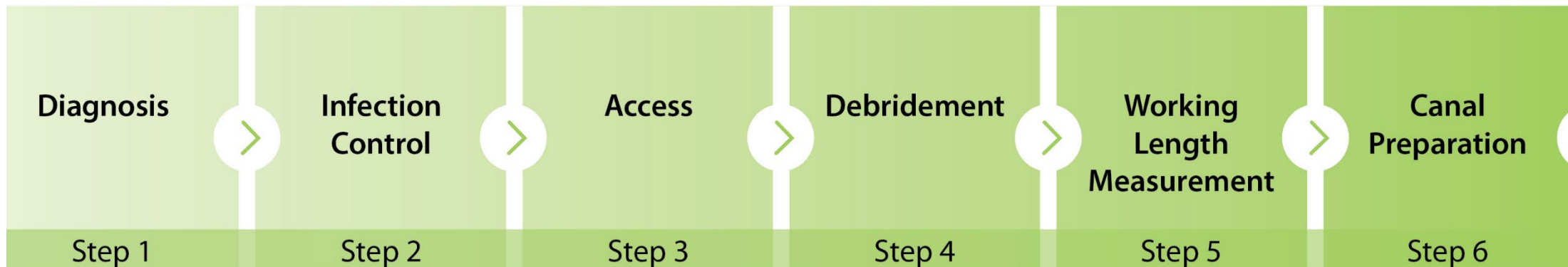
(Retail pricing)

Explaining the endo procedure



There are 12 distinct steps in the endo procedure, beginning with diagnosis and ending with restoration. A wide range of products are used across the entire procedure, spanning several product categories.

COLTENE offers products for the entire root canal procedure.



Vitality of the tooth can be determined by stimulating the pulp's nerve endings using a cold spray, such as Endo-Ice.

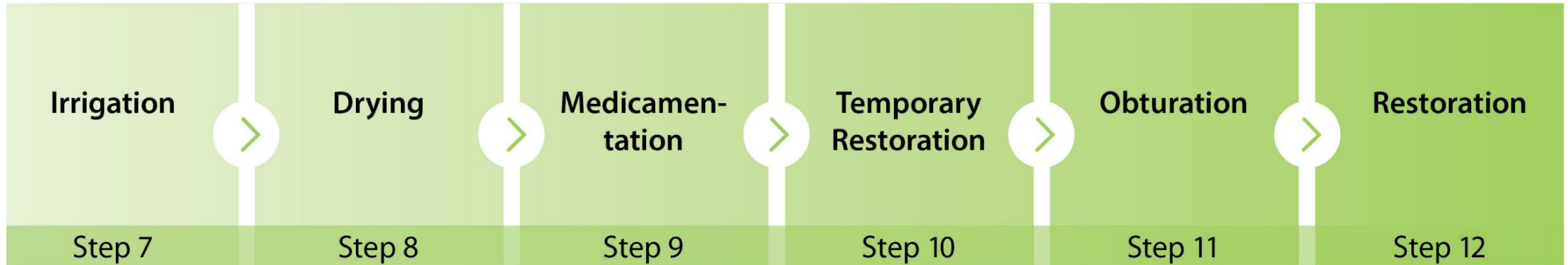
Use of a dental dam provides an aseptic working environment, retraction for optimal viewing and protection for the airway and mucosa. No endo procedure should be performed without a dental dam in place.

Access can be initiated with a round carbide or fissure bur. Canal access can then be extended in axial directions with a flat-ended tapered diamond bur, a standard fissure bur, or a safe-ended bur.

Debridement of inflamed or infected pulp tissue is achieved using hand files, such as the HyFlex X-Files.

Accurate determination of working length can be achieved with electronic devices that locate the apical constriction, such as the CanalPro Apex Locator.

The canal is prepared using stainless steel or super-elastic heat-treated NiTi files (such as HyFlex CM or EDM) to remove infected tissue and create access for irrigants and the placement of obturation material.



Irrigants are used to help dissolve vital and necrotic tissue, eradicate bacteria and other microorganisms, remove the smear layer, and lubricate the canal system.

Paper points inserted into the canals to working length are traditionally used to dry the canals and are available in various sizes.

Placement of a medicament may be used to further disinfect the root canal space.

A temporary restoration may be placed to seal the canal system following completion of the root canal procedure.

Cold-filling systems such as gutta-percha fill the canal space in three dimensions to provide a coronal, lateral and apical seal.

Endodontically-treated posterior teeth are restored with a core restoration and crown. A post may be indicated to provide retention for the crown.



COLTENE endo checklist

Procedure Step	COLTENE Product
<input type="checkbox"/> Diagnosis	Endo-Ice
<input type="checkbox"/> Infection Control	Dental Dam, Clamps and Accessories
<input type="checkbox"/> Access	Alpen Endo Prep Burs
<input type="checkbox"/> Debridement	HyFlex X-Files
<input type="checkbox"/> Working Length Measurement	CanalPro Apex Locator
<input type="checkbox"/> Canal Preparation	HyFlex EDM, CM, NT and GPF Files, CanalPro2 Handpiece
<input type="checkbox"/> Irrigation	CanalPro Irrigants and Syringes, Surgitip Endo
<input type="checkbox"/> Drying	Greater Taper and Conventional Paper Points
<input type="checkbox"/> Temporary Restoration	Coltosol F, DuoTEMP
<input type="checkbox"/> Obturation	Gutta Percha Points, GuttaFlow2
<input type="checkbox"/> Restoration	ParaPost Fiber, Titanium and Stainless Steel Posts

5 reasons to sell COLTENE endodontic products

- 1 Capture incremental business and grow your sales!
- 2 Sell a comprehensive line of products for every step in the root canal procedure.
- 3 Sell market-leading endo brands such as Endo-Ice and ParaPost.
- 4 Sell one of the most innovative NiTi File systems on the market, the HyFlex EDM.
- 5 Leverage the expertise of COLTENE's endo-trained Territory Managers.

Ready to get started?
Contact your COLTENE territory manager at
SellEndo.Coltene.com