Secure

The healthy denture adhesive with extraordinary holding power

The non water-soluble denture adhesive that doesn’t wash away – lasts up to 12 hours
First bite at a $450 million apple

The denture adhesive market in the US is $450 million.

Here’s your chance to get a bite out of this apple

Add new sales power to your Oral Care Dept with the unique holding power of SECURE - the patented non water-soluble denture adhesive
SECURE – the healthy denture adhesive with extraordinary holding power

- The first denture adhesive in the health food industry.

- First patented, non water-soluble denture adhesive – doesn’t wash away and lose holding power – lasts up to 12 hours.

- First healthy denture adhesive – particles do not leak into your stomach.

- First denture adhesive designed for lower dentures – the problem area.

Never before did you have a chance at this big $450 million denture adhesive market. Now you do. SECURE is here.
Your customers will enjoy a completely new and natural denture feeling

SECURE is the patented denture adhesive that is non water-soluble.

This means SECURE will not wash away when eating or drinking. It provides an extremely strong bonding effect that assures the denture will be fixed to the gum all day long.* You’ll enjoy a completely new and natural denture feeling.

SECURE gives you the freedom and confidence to speak and laugh freely all day long, and to eat and drink without worry or embarrassment.** Due to adhesive power, SECURE is applied sparingly on the denture, so the tube can last a long time.

SECURE is “the healthy denture adhesive.” The reason: its non water-soluble formula prevents particles of the adhesive from leaking into your stomach. And it’s completely free of taste.

Discover a new level of confidence with SECURE – the healthy, non-water-soluble denture adhesive. It will not be rinsed out. The holding power is extraordinary.** And there’s no slipping or sliding all day long!*


** Id. 24 of 25 study participants were very satisfied (80%) or fairly satisfied (16%) with the retention of their upper dentures using SECURE verses no denture adhesive. 20 of 25 study participants were very satisfied (36%) or fairly satisfied (44%) with the retention of their lower dentures using SECURE verses no denture adhesive.
Research

Clinical Study Results

In a clinical study\(^1\) conducted at the University of Michigan School of Dentistry, 25 experienced denture wearers evaluated the effectiveness of SECURE Denture Bonding Cream.

**Upper Dentures**

24 of 25 study participants were very satisfied or fairly satisfied with the retention (hold) of their upper dentures using SECURE versus no denture adhesive.

**Lower Dentures**

20 of 25 study participants were very satisfied or fairly satisfied with the retention (hold) of their lower dentures using SECURE versus no denture adhesive.

\(\text{Very Satisfied} \quad \text{Fairly Satisfied} \quad \text{Not Quite Satisfied} \quad \text{Dissatisfied}\)

\(^1\) data on file

Research

Survey of Dentists in Germany shows:
4 out of 5 denture wearers prefer SECURE – the non water-soluble denture adhesive

Denture Adhesive Concept Test – Hannover and Munich 2006
Research

Denture Wearer Survey in Spain shows:
89.8% of users who were initially dissatisfied with conventional denture fixatives finished the study satisfied with SECURE

Satisfaction at the end of the study—source: Qualitative Study, Barcelona 2005
SECURE Dentist Program supports your SECURE sales

Here’s how it works:

Once you have purchased SECURE, call us or email us. (1-800-641-7555 X109 or jmoore@BioforceUSA.com.) We will immediately contact dentists in your area, send them samples of SECURE and give them your store name to recommend patients to buy.

This program really works! We tested it in Florida and New York. When dentists try SECURE on their denture patients, they immediately see the extra benefits it offers and will gladly recommend it to their patients. They will have your store name as the place to buy. So, they will send patients to your store on a regular basis. You’ll see your SECURE sales build.
Advertising

The healthy denture adhesive with extraordinary holding power

NEW from Bioforce

Great for uppers

SECURE
Designed for lowers

HEALTHY
because it doesn’t leak into your stomach

POWERFUL
because it doesn’t wash away

THE SECRET:
it’s non water-soluble

Clinical Study Results

<table>
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<tr>
<th></th>
<th>Satisfied</th>
<th>Dissatisfied</th>
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<tbody>
<tr>
<td>UPPER DENTURES</td>
<td>96%</td>
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<tr>
<td>LOWER DENTURES</td>
<td>80%</td>
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2) 24 of 25 study participants were very satisfied or fairly satisfied with the retention (hold) of their upper dentures using SECURE versus no denture adhesive.
3) 10 of 25 study participants were very satisfied or fairly satisfied with the retention (hold) of their lower dentures using SECURE versus no denture adhesive.

Trade Ad

Discovered by European Dentist:

The healthy denture adhesive with extraordinary holding power

SECURE – now available in the U.S.

This patented non water-soluble denture adhesive creates a bond between the denture and gum that’s so strong, it lasts up to 12 hours.

SECURE is known as the healthy adhesive in Europe because it doesn’t leak into your stomach and doesn’t alter the taste of food.

Recommended by Dr. John Walsh of Kinderhook, SECURE is now available at:

Kaaterskill Farm Natural Storehouse: Hudson 822-0790 & Catskill 943-1919

Local Newspaper Ad
Merchandising

Window Poster and Counter Card

Shelf Talker
Bioforce® USA Introduces
SECURE

The healthy denture adhesive with extraordinary holding power

The non water-soluble denture adhesive that doesn’t wash away – lasts up to 12 hours

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SECURE

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New Products

SECURE Super Adhesive Cushions

- Guaranteed solution for patients with flat and/or narrow lower jaws.

- Secure Adhesive Cushions assure a secure, strong bond between the lower denture and gum in the most difficult cases.

- Since the cushion is not soluble in liquids, it is also effective for patients with excess saliva.

Revolutionary new whitening toothpaste available soon!