



ECO·DENT®

PREMIUM NATURAL ORAL CARE PRODUCTS

Q. Why should your store stock Eco-Dent products?

A. Because your customers want them!

Eco-Dent products consistently are outperforming the growth of the oral care products category in the natural products industry as evidenced by the following:

- Eco-Dent Premium Oral Care was the 5th largest brand of oral care products in the natural products industry for 2007.**
- Eco-Dent Premium Oral Care grew more than 3x faster than the entire care products category and increased its overall market share.**
- Eco-Dent Between®! Dental Gum, the #4 gum in the industry grew 45.8% during 2007 versus only 11.1% for the breath freshener category as a whole.**
- Eco-Dent Toothpowders sales increased over 3x faster than the toothpaste/toothpowder category as a whole during 2007, increasing market share as the #8 overall dentifrice line in the industry.**
- Eco-Dent GentleFloss®, the #5 floss in the industry, grew more than 5x faster than the category as a whole, gaining market share.**
- Eco-Dent TerraDent® Toothbrushes ranged #4 in the toothbrush category and gained market share during 2007 by outperforming the category as a whole.**
- Eco-Dent Ultimate Essential Mouthcare® is the #6 mouthrinse line in the industry and grew by 4.7% in 2007.**

Q. Why does Eco-Dent have such growth momentum?

A. Eco-Dent provides real value for the oral care needs of the natural products consumer.

- Leading Baking Soda based toothpowder line with over 70 year history and clinical support
- ExtraBrite Toothpowder provides highest whitening power of any consumer brand
- Mouthrinses have OTC status as well as daily care benefits and are alcohol-free.
- Between! Gum provides baking soda, xylitol and antioxidants to provide oral hygiene benefits between meals
- GentleFloss provides unique Vegan wax along with enzymes and essential oils for plaque-fighting benefits with environmentally friendly packaging and lowest cost per yard
- TerraDent Toothbrushes have lowest bacterial load due to unique patented thermo-welding of bristle field and provides environmental benefits with replaceable head system
- Res-Q-Dent Gel Toothpaste provides OTC relief from sensitivity and pain in a low-abrasive gel formula

Q. How does Eco-Dent support its sales in the store?

A. Eco-Dent has a number of proven sales aids for in store support including POP brochure, POP displays and signage, toothpowder sample packets, mouthrinse samples, cross-merchandising coupons in each Between! Gum packet, regular consumer promotions throughout the year, newsletter and local marketing support programs, sample giveaways to support anniversaries, new store openings, remodeling and other special events.

Eco-Dent has also developed an in-store demo program to educate your customers about the values of Eco-Dent. Demos may be "passive demos" with samples, signage and POP materials or "active demos" (for qualified volume retailers in locations covered by our live demo teams).

**all statistics are from SPINS, a market research and consulting firm for the Natural products industry (SPINScan Natural, 52 weeks ending 12/1/07)



Eco-Dent is distributed by Lotus Brands, Inc., a majority woman-owned family business

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