

## FREQUENTLY ASKED QUESTIONS



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## Q. WHO ARE GUARDLAB?

GuardLab is one of the fastest-growing sports technology brands in the world. We use 50 year old neuromuscular principles coupled with the very latest in digital scanning and 3D printing to manufacture our unique range of mouthguards. Our athletes believe that they are the best fitting, highest performing, custom mouth guards on the market today.

## Q. HOW DOES IT WORK?

We are looking for enthusiastic, professional and quality dental teams to join the GuardLab Dentist Network, to help manage the demand for our mouthguards across Australia. We have 300 territories that are available throughout Australia - a number of which have already been taken. Each of these areas is based on an average population of 50k-100K people.

We are partnering exclusively with one digital dentist per territory on an annual basis. Anyone requiring a guard from your given territory, will be directed to your practice. Territories are determined by the location in which your practice falls and are allocated on a first come, first serve basis.

## Q. WHY IS THIS SUCH A GREAT OPPORTUNITY?

It's all about attracting new patients, filling empty chair time and giving your practice a point of difference; enabling you to stand out from the competition. As you know, dentistry right now is perhaps the most competitive it has ever been. Marketing is becoming more and more important and a USP harder and harder to find.

This isn't just about making \$100 or \$50 on the mouthguard, that's great, but it's really about an influx of new patients to your practice and the opportunity to service clients who would probably never have dropped by. Couple this with the brand association that your practice will get from being aligned with huge international sports brands like the UFC, AFL. Add all of our international athletes with their massive social media profiles and followings to the mix, and you will start to see the value.



## Q. DO I HAVE TO DO ANY MARKETING?

No - we have got you covered here. GuardLab has global, national and local strategies to drive a stream of patients to your clinic once you have become a GuardLab Certified Dentist. We will instigate a localised marketing campaign to attract new patients from local schools, teams, colleges and even professional associations in your specific territory. This, combined with email newsletters that can be sent to your database, and great in-office displays to showcase the products beautifully, ensure that your time is spent servicing leads not creating them.

Our ambassador app showcases the individual designs of our top athletes, providing their reasons for choosing our guards and the benefits they see. Shared simply by text or email and installed directly on to apple and android phones without the need to visit the app store, customers can choose their sport and select to buy the guard of their favourite team, or sporting hero, or they can simply fully customise their own. This viral share-ability combined with our strong referral program for anyone who purchases a guard will see significant cumulative benefits for any practices involved with us.

## Q. WHO ARE GUARDLAB'S PARTNERS?

GuardLab is the Official Mouth guard Partner of UFC globally; the most expensive sports franchise and hardest hitting, fastest growing sport competition in the World.

We have also signed a 3-year deal with the AFL, making GuardLab the Official Mouthguard of the AFL, the women's AFL and the Academies.

Rebel sport have agreed to trial GuardLab scan booths in 5 of their flagship stores across Australia during the months leading up to the mouthguard season. Dentists with a mobile scanner such as the 3Shape Trios, whose practices fall in those areas, will be invited to participate. The brand awareness from the national marketing will generate demand for the product from all other members of the GuardLab dentist network.

We are continually strengthening and developing relationships with many other top level associations including the NRL, Hockey Australia, the Australian Cycling Team and the Australian Defence Force to name just a few...and that's just Australia. Thousands of elite athletes are already wearing, loving and spreading the message on social media about our guards and we are poised for an incredible year ahead.



## Q. WHAT EQUIPMENT DO I NEED?

The main piece of equipment your practice must have is an intraoral scanner. We work with 3Shape Trios, CEREC Omnicam, iTero and Carestream. We provide virtually everything else you need to get started. If you have a different scanner to those listed above please contact us and let us know. If you don't have a scanner but are interested in potentially purchasing one, we can arrange to give you a demonstration, or at least talk you through some options.

## Q. HOW DO I APPLY?

Simply visit the [GuardLab Dentist Network sign up page](#) and submit an application.

## Q. WHAT IF MY TERRITORY IS ALREADY TAKEN?

If another dentist has taken the territory in which your practice resides, we will let you know and you will be placed on a priority waiting list. We will then contact you in due course when another opportunity becomes available.

## Q. CAN I RESERVE MORE THAN ONE TERRITORY?

Territories are allocated on the location in which your practice falls- if you have multiple practices in multiple territories, and they are available, then the answer is yes. You will need to submit separate applications for each one. After you submit the application for your first practice, you will be given an opportunity to apply for another if you wish.

## Q. IS THERE A REGISTRATION FEE?

Yes there is an Annual Territory Registration and Marketing fee of **\$999.99**.

We will provide you with a GuardLab dentist as part of this in the first year.  
This will include:

- An iPad air 2 32GB + cover (POS solution for your practice)
- Sample products
- Display posters and practice certificate
- GuardLab rulers
- Wax bites
- All online training



You are essentially buying an ongoing marketing strategy which will break even at just 10 adult guards. With the cost of new patient leads via other marketing channels exponentially higher, nothing comes close to this level of ROI.

### **Q. IS THERE TRAINING AVAILABLE?**

Absolutely. We will guide you through a simple on-boarding process, enabling you to learn everything you need to know. This culminates in a short certification process to ensure you have the ability to take the scans and 'neuromuscular' bite correctly. From this point on it's just a matter of servicing the demand we send your way.

### **Q. HOW DO I TAKE A NEUROMUSCULAR BITE?**

Online training videos provide the science, process and measurement guidelines to ensure that you take a bite that optimises the athletes jaw position. We have made the system very simple and easy to reproduce- as a result most dentists choose to have their auxiliaries perform the procedures.

## Q. HOW MUCH DO GUARDLAB MOUTHGUARDS COST?

GuardLab offers what our athletes believe to be the best fitting, most comfortable and performance enhancing mouthguard on the planet. We are committed to offering a bespoke product of the highest quality at an attainable price point for athletes everywhere. The pricing for all guards, that is our Protection, Performance and Recovery guards, is as follows:

- For first time customers 18 and older, the price is **\$299** for the first guard and **\$224.99** for any additional guard thereafter (from the same scan).
- For first time customers 17 and under, the price is **\$249.99** for the first guard and **\$174.99** for any additional guard thereafter (from the same scan).
- We also offer a non-neuromuscular Primary Protection guard for customers 17 and under. This is made just off an upper scan and the price is **\$149.99**.

GuardLab sets the RRP, so wherever someone chooses to purchase a guard, the price will always be the same.

## Q. WHAT AMOUNT DO I GET FROM EACH MOUTHGUARD?

- For first time customers 18 and older, the price is **\$299.99** for the first guard and you receive **\$100**. For any additional guard thereafter (from the same scan), you receive **\$50**. Even if a client never visits you again (unlikely we believe), but has purchased all three guards (Protection, Performance, Recovery), you will have received **\$200** for just the one scan.
- For first time customers 17 and under, the price is **\$249.99** for the first guard, and you receive **\$50**. For any additional guard thereafter (from the same scan), you receive **\$25**. For all Primary Protection guards, you will receive **\$25**.

## Q. HOW LONG DOES AN APPOINTMENT TAKE?

This depends on a number of factors including the type of scanner and competency of the person taking the scan. We would suggest scheduling appointments for 30 minutes to begin with. The scanning and bite process usually take 15 -20 minutes in total. As the scanners are getting quicker and quicker, this time however is being significantly reduced. There is also no need for a follow-up appointment as the mouthguard is sent directly to your client's home address - the fit is assured.

## Q. WHICH GUARD IS RIGHT FOR MY CLIENTS?

All our guards are based on the neuromuscular ARC principles of Align-Repotion-Cushion.

- For non-contact sports (cycling, rowing, cricket, etc.), we recommend our Performance Guard. It fits snugly along the bottom teeth for a perfect fit.
- For contact sports (AFL, rugby league, basketball etc.) they will need our Protection Guard to keep them safe while they are playing. It's designed to fit perfectly around the top teeth so it'll remain fully secured while they're in action.
- For fighting sports (boxing, MMA, karate etc.), we offer the Protection Guard with an extra layer of material. This Fight Guard offers the highest level of impact protection.
- For children and youths who's teeth are moving or who are undergoing orthodontic treatment, we also offer a more economical solution in the Primary Protection Guard since guards will need replacing more often.

We highly recommend our Recovery Guard for ALL athletes year round. The Recovery Guard allows you to get a better night's sleep, recover quicker and perform better the next day.

## Q. WHO MAKES THE GUARDS?

We have moved the manufacture for all Asia- Pacific Guards from Long Island, New York to Melbourne, so everything will be Australian and made to the highest standards.

## Q. IS THE MOUTHGUARD 3D PRINTED?

Currently 3D printing produces a model, and it is via this model that the mouthguard is constructed - this provides accuracy to 15 microns. However, once the FDA approve the actual 3D printing materials for long term use in the mouth/body, it will be possible to directly 3D print the mouthguards. This will significantly speed up the turnaround times and add a less customizable (at least initially) "value" option to our product range.



### **Q. HOW LONG WILL IT TAKE FOR MY CLIENTS TO GET THEIR GUARDS?**

After the scan has been sent to us, the guard will be shipped within 7 business days. If you need it sooner, please give us a call as quickly as possible and let us know. We will do our absolute best to work around your schedule. There may be an expedited shipping fee incurred in these situations. Due to the digital accuracy of the fit, GuardLab ships the final product directly to the end customer so there is no follow appointment needed.

### **Q. IF THEY LOSE IT - DO I NEED TO RESCAN?**

No you don't. We keep the patient's 3D-printed impressions in our lab so if they need another one, they simply go online and re-order an exact replacement or a new customisation.

### **Q. HOW OFTEN SHOULD THEY GET A NEW MOUTH GUARD?**

Studies show even during the course of a single season, the thickness, shape and protective capabilities of the materials decrease considerably. This is accelerated when patients are clenching and chewing down on their guards. Since the guard is neuromuscular, at an optimum vertical dimension, it stands to reason that performance and protection will be affected as the wear on the guard increases. For this reason, as a general rule, we advise annual replacement.

### **Q. HOW OFTEN SHOULD MY CLIENTS BE RESCANNED?**

As long as your clients have all of their adult teeth, and have not had major dental treatment i.e. crowns, fillings, extractions or orthodontics, then they do not require a rescan. However, for the best possible fit, they may consider it every couple of years due to natural changes that occur with age. We recommend an annual rescan for young people aged 17 and under, as their jaws continue to grow and shift. Obviously, this will depend somewhat on the child's stage of growth and their dentition.

### **Q. WHAT IF MY CLIENT HAS BRACES?**

No problem. We can make mouthguards for patients with braces and provide them with the same optimum custom protection. A much safer and better alternative to going without or wearing a cheap boil and bite product.





## Q. CAN A MOUTHGUARD PREVENT CONCUSSIONS?

Great question, but unfortunately the results are mixed within the industry so we can't definitively state that a mouthguard will prevent concussions at this time. With that said, based on our research, we can tell you that mouthguard materials, by their nature, have shock absorption qualities.

Sports Dentistry states the following:

*"Mouthguards must be resilient and yet soft enough to absorb impact energy and reduce transmitted forces. When a properly-fitted and balanced custom-made mouthguard is in place then, there is a forward/downward movement of the jaw, thus opening the space between the glenoid fossa and the condylar head. This may reduce the opportunity for the condylar head to directly impact the glenoid fossa after an upward blow to the jaw, thus reducing the impact and acceleration forces to the entire temporal region".*

Studies have theorised that mouthguards can reduce concussion risk because they help absorb shock, stabilise the head and neck, and limit movement caused by a direct hit to the jaw. The thickness of the mouthguard has also been identified as an important factor.

A recent study in the May/June 2014 issue of **General Dentistry**, the peer-reviewed clinical journal of the Academy of General Dentistry (AGD) found that High School football players wearing store-bought, over-the-counter (OTC) mouthguards were more than twice as likely to suffer mild traumatic brain injuries (MTBI)/concussions, than those wearing custom-made, properly fitted mouthguards.

Thus a mouthguard MIGHT assist in the prevention of concussions by creating space within the TMJ (temporomandibular joint) and reducing the impact to the jaw. There are no guarantees when it comes to concussions, but here at GuardLab, we are going to do our absolute best to keep you protected- we are staying at the forefront of this technology.

## Q. DO YOU OFFER TEAM DISCOUNTS?

Absolutely. Please refer to our current '**Dentist Price List**'. Also, if you are servicing a professional team, please get in touch as we would love to help you in any way we can.



## Q. HOW DO I PROCESS PAYMENTS?

Payment processing is very easy. If the person has signed up on the GuardLab website, they will have entered their credit card details already. They simply bring in their receipt as proof of purchase and once you take the scan and send it across, the profit share will be credited to your account. If you are mobile and out on location, the patient just swipes their credit card on the POS to process payments. This will be transferred directly to your allocated bank account and a lab fee generated for each guard. If you have patients come in for a scan at your practice, either as a result of local or national marketing campaigns, or from the flyers/ in-office material with which you have been provided, you simply take payment in the normal manner, or via HICAPS if you have it.

At the end of the month, you will receive a laboratory invoice itemising the credits from online purchases and the debits from mobile/dental office purchases. The balance of which will be due within 14 days.

## Q. CAN MY CLIENTS USE HEALTH INSURANCE TO COVER SOME OF THE COST?

Yes they can. They need to pay for the Guard in your office in the normal manner to be able to use their health fund to claim a rebate. Any payments made online cannot be claimed - this is clearly stated on our website.

