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## Business Projections for the QuickPure™ Automatic Dental Waterlines Sanitizer System

### Data and Assumptions

1. Statistics from the American Dental Association show 183,083 active dentists in the US and Canada with an average of two full-time plus two part-time staff.
2. Considering that there is, for example, a total of 113,169 active dentists in Japan and the U.K. alone, it seems very safe to assume that the global total for active dentists is more than double the total for the US and Canada.
3. Assuming an average of at least two operatories per dentist (one for dentist and one for hygienist), there would be approximately 400,000 operatories in the US and Canada, and 1,000,000 worldwide.
4. The direct manufacturing cost of a QuickPure™ Automatic Dental Waterlines Sanitizer System will be \$50 and the selling price for an installed system will be \$1000.
5. If a QuickPure™ Automatic Dental Waterlines Sanitizer system was installed in each operatory, the total sales potential would be \$400,000,000 for the US and Canada market and 1,000,000,000 worldwide.
6. With its advantages of effectiveness, convenience, lower cost, etc., actual sales should at least be 5-10% of the potential sales or, \$20-40 million for the US and Canada, and \$50-100 million globally.
7. The market is growing because of publicity about cross-contamination between dental patients, and increasing concern about health. There is also a market for providing a sanitizing liquid for root planning and scaling and oral surgery.
8. Patents assure that the QuickPure™ Sanitizer Systems will be proprietary and price protected in developed countries, which have the greatest market potential and greatest concern about disinfection. Patent protected manufacturing will also provide marketing and manufacturing advantages in less developed countries.

### Business Plan

1. QuickPure™ Dental Pro™ systems will require regulatory approval, such as by the US FDA, in developed countries. Regulatory approvals will provide another barrier to competition. FDA clearance for waterlines sanitization would be obtained by microbiology and toxicity studies for a 510K comparison with a presently approved system. For health benefit claims the FDA would require clinical studies.
2. Sales will be driven not only by dentists' concern for patient health, but also by concern about potential legal and regulatory problems resulting from cross contamination. And, an effective disinfection system can provide a dentist and dental equipment manufacturers with an advantage over competitors who do not offer such protection.
3. Dental Pro™ Waterlines Sanitizer systems will be sold by licensed manufacturers to dental distributors that provide installation and service.
4. The non-dental applications of the QuickPure™ system such as general surgery and ophthalmic surgery will require additional FDA approvals and different marketing and distribution.

