



# ALAB, LLC

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## Business Projections for the QuickPure™ Oral Care Appliance

### ASSUMPTIONS

1. Approximately 110 million households with 300 million people who could benefit from this appliance living in North America (US + Canada).
2. **Electric appliances comparison: 2002 unit sales in North America:** oral irrigators 900,000; power toothbrushes/plaque removers 14,000,000; electric shavers 8,075,000 ...Appliance Magazine
3. Electric toothbrush retail market is \$750 million...Reuters
4. **Annual unit sales in North America of the QuickPure™ Oral Care appliance will be three million units (3% of market), and worldwide will be six million units.** Sales could be up to triple this estimate if benefit claims are officially (FDA, ADA, etc.) validated and properly advertised.
5. Direct cost of manufacturing will be \$15 per unit.

### MARKETING

**Direct to consumers through mass merchants, drug stores, TV shopping channels, catalogs, and internet, etc., Substantial advertising and PR needed initially.** Typical customer would be educated and upscale. Unit operation would be simple and similar to present oral irrigators. Product should be sold for its dental benefits as an oral care appliance rather than competing with lower priced irrigators.

#### **Main advertising claims:**

- Reduction in gingivitis, caries, plaque, yellow teeth stains, bad breath, gum bleeding and oral bacteria that are considered a factor in certain diseases.
- Convenient, more effective and less expensive than competitive products and dentistry.
- Additional benefit of teeth cleaning by irrigation.

Adding an ozone sensor indicator light and/or a bubble display could increase perceived value of the product and would be attractive as well as indicating proper operation of the unit. With the addition of a Grossan irrigator tip, the unit might also be an effective treatment for sinusitis and ear infections.

### BUSINESS PLAN

**Annual worldwide wholesale sales \$400 million +.** Pre-marketing clinical trials and regulatory approval required. Proprietary position and breakthrough consumer benefits enable a wholesale price in North America, Europe and Japan of \$60-70 for a retail list price of \$99. This is about double the pricing for oral irrigators without ozone. This pricing to yield a gross margin per unit of \$50 (77%), should produce the optimum balance between price and sales volume for maximum profits. There would be after market sales of replacement jet tips.