



## **Compliant Marketing Statements about Vivos and our Products**

***(Make note of the approved underlined words and DO NOT EVER SAY statements)***

1. **Studies have shown** that the Vivos System alters the size, shape and position of the tissues that comprise the human airway, leading to lower mean AHI scores by up to 65.9% in patients with mild-to-moderate OSA.

2. **Through Peer Reviewed Studies and raw prospective clinical data from reporting dentists** treating their patients with the Vivos System treatment protocol, it has been recorded and reported that the Vivos System is showing astounding improvement in patients diagnosed with mild to moderate Obstructive Sleep Apnea and Sleep Disordered Breathing in **people of all ages**.

**DO NOT EVER SAY:** The Vivos System eliminates Obstructive Sleep Apnea by remodeling and enhancing the soft and hard tissues constituting the human airway.

3. The average treatment for an adult is approximately 12-24 months, after which no further intervention is required for most patients.

4. Vivos will work with dentists throughout north America and abroad. We provide dentists with the tools, resources and continuing education to help them understand the clinical science of Craniofacial Sleep Medicine. Sleep Disordered Breathing and Mild to Moderate OSA is a potentially serious medical condition which affects millions of people of all ages. In most cases, Obstructive Sleep Apnea is the result of underdeveloped upper and lower jaws. There are a number of palliative treatments including CPAP, Surgical implants or reconstructive surgery which are effective at treating the symptoms of OSA. Traditional dental sleep appliances such as mandibular advancement devices have also been effective at treating the symptoms. But to correct the underlying condition, patients suffering from OSA have very few options. Reconstructive surgery, which is costly, often painful and has potentially serious side-effects. Vivos has developed a comprehensive multidisciplinary treatment protocol which often utilizes patented Vivos oral appliances to treat mild to moderate OSA. This treatment protocol is delivered by specially trained dentist.

5. **Be careful to never cross the clinical line if you are not a clinician (dentist/doctor). Always involve a dentist or doctor to discuss clinical questions and concerns.** Simply say that you would like to bring a dentist into the conversation to assist you with clinical questions. Peer to Peer is always best and, in the end, will be a great result for you in your closing of the doctor.

5. **DO NOT EVER SAY:** The Vivos System replaces CPAP, do not use the words "Cure", "Curative", "Permanent Fix", or "Children" or "Remodel or Remodeling", "Eliminate OSA".

6. **WE CAN SAY:** "Studies have shown" "People of All Ages", "Hope for a Lasting Resolution"