



# ALAB, LLC

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## Business Projections for the QuickPure™ Sanitizer Appliance

The QuickPure™ Sanitizer is an inexpensive product that with a jet tip can serve as a second generation Oral Care Appliance to treat Gingivitis, gum bleeding, oral bacteria, bad breath etc. It can also be used with a spray tip to sanitize surfaces such as surgical fields, kitchen and bath counters, chopping boards, fruit, vegetables, poultry, meat, etc. It produces a stream of ozonated water almost instantly from ordinary tap water as indicated by the built-in ozone sensor.

### 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. There are many products sold for surface sanitizing and the total market is at least in the \$ hundreds of millions.
5. **Annual unit sales in North America of the QuickPure™ Sanitizer appliance for oral care will be three million units (3% of market), and worldwide will be six million units.** Sales could be up to triple this estimate if oral care benefit claims are officially (FDA, ADA, etc.) validated and properly advertised. Sanitizer sales should be at least \$100 million, and combo sales should be greater than the oral care projection.
6. Direct cost of manufacturing will be <\$15 per unit.

### MARKETING

This product can be sold with the appropriate outlet tips as a surface sanitizer, or for oral care, or a combination of these applications.

**Sell 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 for oral care 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 dental surgery.

- 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.
- As a surface sanitizer, the product would be less expensive to use than competitive liquid sanitizers, and ozone is a stronger germ killer.

## BUSINESS PLAN

**Annual worldwide wholesale sales \$400 million +.** Pre-marketing clinical trials and regulatory approval required for oral health claims. 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 for oral care. Product sold as a sanitizer could be designed to use accessories and require a consumable.