

OVERVIEW

- Allogenic bone substitute and pericardium barrier membrane
- Broad allograft portfolio for different clinical indications
- Also available is the 100% pure demineralized allograft putty with no filler or carrier
- Ensuring highest safety & quality levels: Allowash®, the proprietary tissue cleaning & sterilization process with 6 steps of sterilization

Differentiator:

- **One of the widest ranges of allograft on the market**
- **One stop shop for all of your allogenic GBR/GTR procedures**



FEATURES & BENEFITS

Feature	Benefit
Allowash®, the proprietary tissue cleaning with 6-step sterilization process	Highest safety and maintains its biomechanical & biochemical properties
100% pure DBM putty with no filler and no carrier	No uncontrolled reaction, predictable clinical outcome.
100% pure DBM putty with excellent resistance to hydration	Maintains the required stability, space and during the healing phase.
One of the widest ranges of allograft on the market	An allogenic solution for every case.
Creos allo.protect (membrane): strong and stable with slow degradation	Easy to handle, high suture retention and durable protection.

PROBING QUESTIONS

- Do you use allografts? In which cases?
- What kind of allografts are you using currently?
- What is your primary selection criteria (price/safety/performance)?

OBJECTION HANDLING

- **I use Puros from Zimmer and I am very happy without complications.**
 - allo.gain is also perfectly safe thanks to our proprietary Allowash® cleaning process, without compromising the osseointegration properties of the material.
 - We have a wide offer of sizes and volumes in a very competitive price.

**Zimmer Biomet
Puros**



**BioHorizons
MinerOss**



**Straumann/LifeNet Health
OraGRAFT**



**Ace
alloOss**



Osteogenics



**Ohio Tissue bank
Maxxeus**



Weaknesses

- | | | | | | |
|---|---|---|---|--|--|
| <ul style="list-style-type: none"> Price | <ul style="list-style-type: none"> Multiple suppliers (tissue banks) | <ul style="list-style-type: none"> Multiple distribution sources | <ul style="list-style-type: none"> Putty contains organic-based carrier Not well documented | <ul style="list-style-type: none"> Limited sales force Only biomaterials | <ul style="list-style-type: none"> Limited sales force Only biomaterials |
|---|---|---|---|--|--|

**Comp Strengths /
Claims**

- | | | | | | |
|--|---|---|--|--|--|
| <ul style="list-style-type: none"> Industry leader Bowl Regional specialists Documented /marketed Tutogen process Key Opinion Leaders | <ul style="list-style-type: none"> Experienced processor Bowl Well documented data Key clinician support (Dr. Carl Misch) | <ul style="list-style-type: none"> Large nationwide sales force High brand recognition Greater knowledge base Established customer base Bowl | <ul style="list-style-type: none"> Bowl | <ul style="list-style-type: none"> Brand recognition Multiple lines of grafting products Core focus Bowl | <ul style="list-style-type: none"> Direct sales: aggressive on price. |
|--|---|---|--|--|--|

Parity

-	-	-	-	-	- Same products
---	---	---	---	---	-----------------

Our Key to Success

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> Price | <ul style="list-style-type: none"> Our bone comes from the biggest tissue bank in the US (quality of bone and processes). Safety and quality Offer a competitive price / bundle with implants | <ul style="list-style-type: none"> Full offering with implant One stop shop price |
|---|--|--|