



Performance thorough 9/30/22

New shoppers		36
Total Sales	\$	1,193,683
Total Savings	\$	651,634
% of spend saved		55%

# Using the Brand Name

## The Dentists Supply Company | TDSC.com, Powered by Henry Schein | TDSC.com

- **The Dentists Supply Company**, for use with audiences that are not familiar with the brand, can be used in full on first use and then abbreviated to **TDSC.com** in subsequent uses within the same document or marketing material(s), especially to markets or audiences for which we are building brand awareness
- For audiences familiar with the brand, it can be simply presented as **TDSC.com** within the copy
- **TDSC.com, Powered by Henry Schein** to only be used within the official logo design included in materials, we can refer to Henry Schein within the marketing material as it relates to: Henry Schein Brand (products) or “backed by Henry Schein’s vast distribution network”, avoid writing the complete name on marketing materials for brevity

# Value Proposition: Updated Call Outs

## FROM

As a member of organized dentistry, you're part of our collective purchasing power:

- **Consistent**, competitive prices for practices of every size
- **Wide selection** of supplies you love from brands you trust
- **Authorized sources** for every single product
- **24/7** convenience of an easy-to-shop site

## TO

TDSC.com was created **For Dentists** and is committed to providing access to:

- Competitive prices for practices of every size
- Additional savings for members of State Dental Associations
- Free shipping on orders over \$99
- Next-day delivery for most in-stock items\*
- Authorized source for trusted brands