



**RE: Mouthguard Day / On-site Dental Visit**

Dear Executive/Chairman,

As a new hockey season begins, we are reminded of the importance of our young ones safety. We continually strive to provide the utmost safety measures and precautions. As a convenient safety measure, we are happy to propose 'Mouthguard Day' for a third season.

As you well know, a mouthguard can prevent serious injury. Anytime there is a strong chance of contact with other participants or hard surfaces, it is advisable to wear a mouthguard. A proper fitted mouthguard is of utmost importance.

There are three types of mouthguards, stock, boil-and-bite, and custom fit. A custom-made mouthguard is the best choice, however, can be costly at your local dental office (a dentist may charge between \$120-250). As a result, chicSMILES DENTAL GROUP has introduced 'Mouthguard Day'.

*'a custom-fitted mouthguard without the extreme price tag'*

Your association will receive an on-site dental visit. A booth will be set up where custom fitted mouthguards will be fabricated. These mouthguards will cost \$45. This is the same product fabricated at your local dental office, but without the costly \$120-250 bill. Mouthguard impressions will be taken during hockey practice. All mouthguards will be delivered after practice.

We are hoping that you take advantage of this proposal. Safety remains our main concern. We hope to work with you soon.

**Concept Overview**

On-site convenience  
Same day delivery  
Economical price, \$45.  
*(compare at \$120-250 in dental office)*  
Sanitary – *all supplies fully  
disposable, no cross-  
contamination*  
Donation to association

Thank you,

Michel Boutros, CEO