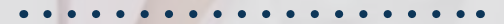




This brochure has been produced by AdvaMed (the Advanced Medical Technology Association).

AdvaMed is the world's largest medical technology trade association. Headquartered in the U.S., AdvaMed leads the effort to advance medical technology in order to achieve healthier lives and healthier economies around the world. AdvaMed advocates on a global basis for ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation.

DENTAL EQUIPMENT AND TECHNOLOGY SUPPLIERS



COMMITMENT TO ETHICAL INTERACTIONS WITH DENTAL CARE PROFESSIONALS



OUR STANDARDS OF CONDUCT

OPERATING WITH ETHICS AND INTEGRITY

Dental equipment and technology suppliers understand the need to deliver high-quality dental care to patients. To advance this goal, we share a commitment to and fundamental belief in operating with ethics and integrity. We have standards of conduct that we expect and encourage all of our associates – employees, distributors, agents, and anyone else acting in the dental industry – to abide by. In this brochure, we restate those standards for the benefit of our business partners, customers, and stakeholders, and most importantly, for dental patients who are our foremost concern.

OUR STANDARDS PROHIBIT IMPROPER INFLUENCE

Our standards include complying with the laws and regulations that govern interactions between dental care providers and dental equipment and technology suppliers. They compel us to conduct our business in accordance with the values of honesty and integrity. They require us to strive to prevent, detect, and quickly resolve any potential violations of law or company policies.

Our standards prohibit attempting to influence dental care providers, patients, or customers through any improper payment or other type of inducement.

1. Dental Company Training & Education Programs:

Dental providers require ongoing technical training and education on dental technology. This training builds providers' capacity and skills, which results in expanded patient access to high-quality therapies. Our standards allow dental companies to provide training and education on products, including out-of-town travel when necessary and within specific guidelines. Companies will not sponsor travel for dental providers without a legitimate business purpose. Under no circumstance may we support travel for a dental provider's spouse or partner, or finance vacations for providers before, during or after educational conferences.

2. Dental Provider Speaking and Consulting:

Frequently, peer-to-peer education is an important way for a provider to learn the safe and effective use of new technology. Accordingly, our companies regularly ask well-experienced dental providers (particularly those who are specialists in a particular area of therapy) to provide training on advanced technologies for other dental providers. We normally pay the specialized dentists fees for their time spent giving such training. Our standards require us to – and we expect our associates to – set forth any such arrangements in written contracts, to ensure that the amount of payment reflects fair market value for the services provided, and to document the training event, as well as to have a proof of service provided by the dental professional.

3. Meals:

In connection with an appropriate business meeting or educational event, we may pay for modest, reasonable business meals and related expenses, but not for spouses of dental providers or other guests who do not have a professional role or legitimate interest in the meeting or event.

4. Gifts, Entertainment, and Recreation:

Our standards prohibit giving gifts to dental providers. This includes items that are non-educational or that do not benefit patients, such as pens, notepads, mugs, flowers, and the like.

Our standards also prohibit us from paying for entertainment and recreation for dental providers, for example cultural or sporting events. This includes not supporting entertainment or leisure activities directly or at third-party educational conferences.

5. Educational Conferences:

Independent, third-party organized educational or scientific conferences impart valuable information to dental providers and promote the advancement of effective care. Dental companies do not control the educational content, methods, faculty, or attendance at such events. The focus of these third-party organized conferences should be education, and not resort locations, leisure activities, or the provision of entertainment. Dental companies support these events through educational grants, advertisements and exhibits, and modest meals and refreshments. However, they do not compensate speakers or faculty at a third-party educational conference, which is the responsibility of the conference organizer.

6. Charitable Donations:

Companies also donate funds or technology to charitable organizations to support their missions of indigent care, patient education, or public education, or to support events where the proceeds are intended for charitable purposes. These donations are made for bona fide charitable purposes and not “on behalf of” dental providers.

