

UNDER THE
BRIGHT LIGHTS



PRO-FORM

PROTECTION IS OUR GAME

THE SCOUTING REPORT

The Pro-form mouthguard can be the franchise player you can build a profitable team around. Pro-form custom made mouthguards are used by professional and amateur athletes in almost every sport, all over the world. This is due to the fact that they provide the highest level of protection, retention, comfort and fit without hindering speech or breathing during athletic activity. The custom-fit mouthguard is far superior to typical boil-and-bite mouthguards in fit, retention and the wearer's compliance. Pro-form maintains its shape and protection long after other mouthguards have worn out. Pro-form mouthguards excel in every category, allowing for maximum athletic performance.



PRO-FORM GLITTER GUARDS

Glitter Guards add a little flash to your game while still maintaining the Pro-form quality. Compliance, protection and style all wrapped up in a sparkling presentation.

> AVAILABLE IN 6 COLORS!

Yellow Glitter - 7965030
 Orange Glitter- 7965020
 Purple Glitter- 7965050
 Green Glitter- 7965040
 Pink Glitter- 7965060
 Blue Glitter- 7965010
 Assorted- 7965070



PRO-FORM TIE-DYE GUARDS

The Pro-form line added an explosion of color with Tie-dye guards. The protection and economical features are still there, but now with an extra splash of color.

> AVAILABLE IN 6 COLORS!

Wilderness- 7924000
 Patriot- 7954000
 Midnight- 7944000
 Shamrock- 7965000
 Flamingo- 7934000
 Rainbow- 7911111
 All In- 7974000



PRO-FORM FUN GUARDS

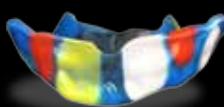
Sports are all about fun and so are our Fun Guards. This line includes polkadots, and even fangs!



WHITE POLKADOT
 Item# 9601039



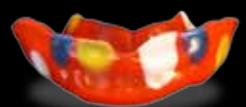
BLOOD
 Item# 9599077



BLUE POLKADOT
 Item# 9598079



FANGS
 Item# 9599075



RED POLKADOT
 Item# 9600929

THE STATS

10%

There are 50 million children who participate in organized sports in the US. About 10% will suffer an orofacial injury.

29

There are 29 sports that American Dental Association (ADA) recommends wearing mouthguards.

200,000



A CUSTOM MOUTHGUARD'S COMPETITIVE EDGE

Allows athletes to breathe during competition and enhances performance

Myriad color and style options to meet the needs and wants of the athlete or association

Can be used for multiple sports

Lessens the risk of concussions following an impact around the mouth. This is due to the prevention of full posterior translation of the condyles to the base of the skull.

Extremely beneficial for athletes who are undergoing orthodontic treatment

Lessens the risk of jaw fractures by absorbing the energy of a traumatic blow

With proper care, the mouthguard can be used for more than a year

CUSTOMIZE IT

> 200+ COLOR COMBOS & STYLES!

> AVAILABLE SQUARE OR ROUND

> FOR MORE INFO, VISIT

WWW.KEYSTONEIND.COM

Provide the ultimate custom experience with our color options. Pro-form's color options are virtually limitless, allowing you to mix and match any team colors imaginable. We also offer a plethora of 2-color and tri-color mouthguards that can be matched to any customized specifications.



WHITE



YELLOW



ORANGE



RED



PINK



MAROON



PURPLE



BLUE



GREEN



BLACK



CLEAR

More than 200,000 oral injuries are prevented annually by mouthguard use.

60%

Athletes are 60% more likely to suffer damage to the mouth when not wearing a mouthguard.

5 MILLION

About 5 million US youths lose teeth each year while playing sports.

THE EQUIPMENT

The Keystone Dental Vacuum Forming Machine roster is highly regarded in the dental industry. The price, features and reliability make this equipment a No. 1 pick year after year. The Machine IV is the newest addition to our lineup of long-standing excellence, boasting new and improved features that make vacuum forming work easier than ever.

HANDLE

Locking handle enables varying height of material during heating process.

CONTOURED VACUUM PLATFORM

Contoured vacuum platform allows full airflow under the model.

THE BASE

The base is made of super strong, lightweight space-age thermoplastic material.

MACHINE IV

Item# 7000338



TEMPERATURE SENSOR

Built-in temperature sensors power down entire unit if left on for an extended period of time.

VENTED HEATED COVER

A vented heated cover allows for faster cool down.

TOUCH PAD

Reliable touch pad control to ensure safety.

PRESSURE DOME

This item literally loves the pressure of the game. The Pressure Dome teams up with vacuum formers to create a better fitting dental appliance.

Item# 9594050



PROLINE AIR VAC 2000

Don't let the size of this machine misguide you. The silent but powerful pressure unit provides superior adaptation for dental plastics using laboratory or operatory internal air compressors.

Item# 7000470



MACHINE III

The Machine III has been the team captain in Keystone Industries' long-lasting line of highly-recommended vacuum former machines. The high-power machine produces a more accurate and defined mouthguard.

Item# 7000330



CREATE YOUR OWN DYNASTY TEAM



Get off the bench and into the game with the cost-effective Pro-form product line. Create a dynasty team with a high return on investment thanks to Pro-form's affordable equipment and materials. Producing a high-quality product is essential in the world of mouthguards. But as much as you want to protect mouths, you also should protect your investment. Just look at the impressive numbers and see the initial investment can yield potential profits that keep you in the winning column.

The Pro-form line is a proven winning team and it's time to get off the bench and start increasing ROI. Not only will you be creating a high quality product but you'll also see higher profits. It's a winning equation that can't be turned down!

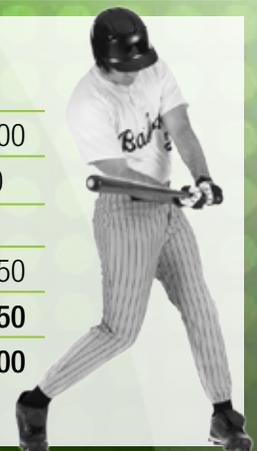
POSITION: TOOTH DEFENDER
BORN: MYERSTOWN, PA., U.S.A.
D.O.B.: 1967



Pro-form mouthguards have been protecting teeth since 1967 and leads the market in saving teeth and money. Throughout the years, Pro-form has continued to improve its game by adding Glitter Guards, Fun Guards and Tie-Dye Guards all while maintaining an affordable championship form. Pro-form's ROI numbers are sure to make a difference for any dental team.

# OF MOUTHGUARDS PER YEAR	50	75	100
TYPICAL FEE	\$90	\$90	\$90
ANNUAL REVENUE	\$4,500	\$6,750	\$9,000
MACHINE IV one time cost	\$450	\$450	\$450
COST PER SHEET/MOUTHGUARD*	\$6	\$6	\$6
TOTAL COST	\$750	\$900	\$1,050
FIRST YEAR PROFIT	\$3,750	\$5,850	\$7,950
SECOND YEAR PROFIT	\$4,200	\$6,300	\$8,400

**estimated materials cost only.*





THE ROLE PLAYERS

No team is complete without its role players. We offer a full lineup of accessories that help create the best custom fit mouthguard possible.



SILICONE LUBRICANT

Item# 7000480



INSTA COOL

Item# 7000333



MICROTORCH

Item# 9139680

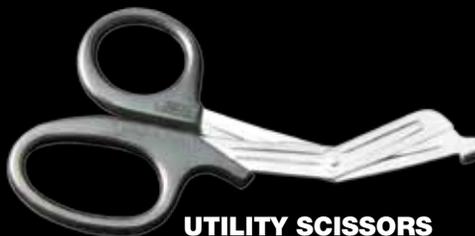


MOLD RELEASE SPRAY

Item# 5940310

MINIATURE SCOTCH BRITE

COARSE #1670016
MEDIUM #1670092
FINE #1670091



UTILITY SCISSORS

#9139720

Z-BUR

#1201995



A GOLD STANDARD PRODUCT



Pro-form is the proud sponsor of the 2012 USA Men's and Women's Water Polo Teams. Our mouthguards help the teams train and perform at peak Olympic levels. These elite athletes not only represent our proud product, but also all of USA during the 2012 Summer Olympics in London.



THE PATRIOT

Item# 7954000

I play one of the most physical positions in the pool so I never start a game without wearing my Pro-form mouthguard. Wearing my Pro-form mouthguard allows me to feel confident and comfortable while going head-on into physical play.

- Kami Craig

Center for the 2012 USA Women's Water Polo Team

I'm not playing hard enough unless I'm wearing my Pro-form mouthguard. In this sport, elbows fly and faces get in the way. I like to protect myself so that I can keep my head in the game no matter what is flying at me.

- Jessica Steffens

Utility Player for the 2012 USA Women's Water Polo Team



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