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ASX RELEASE

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*Non-Executive Director*

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*Company Secretary*

**ASX Code:** IHL

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## IHL ADVANCES GROWTH STRATEGY WITH THE MARKET RELEASE OF THE KNIGHT GUARD

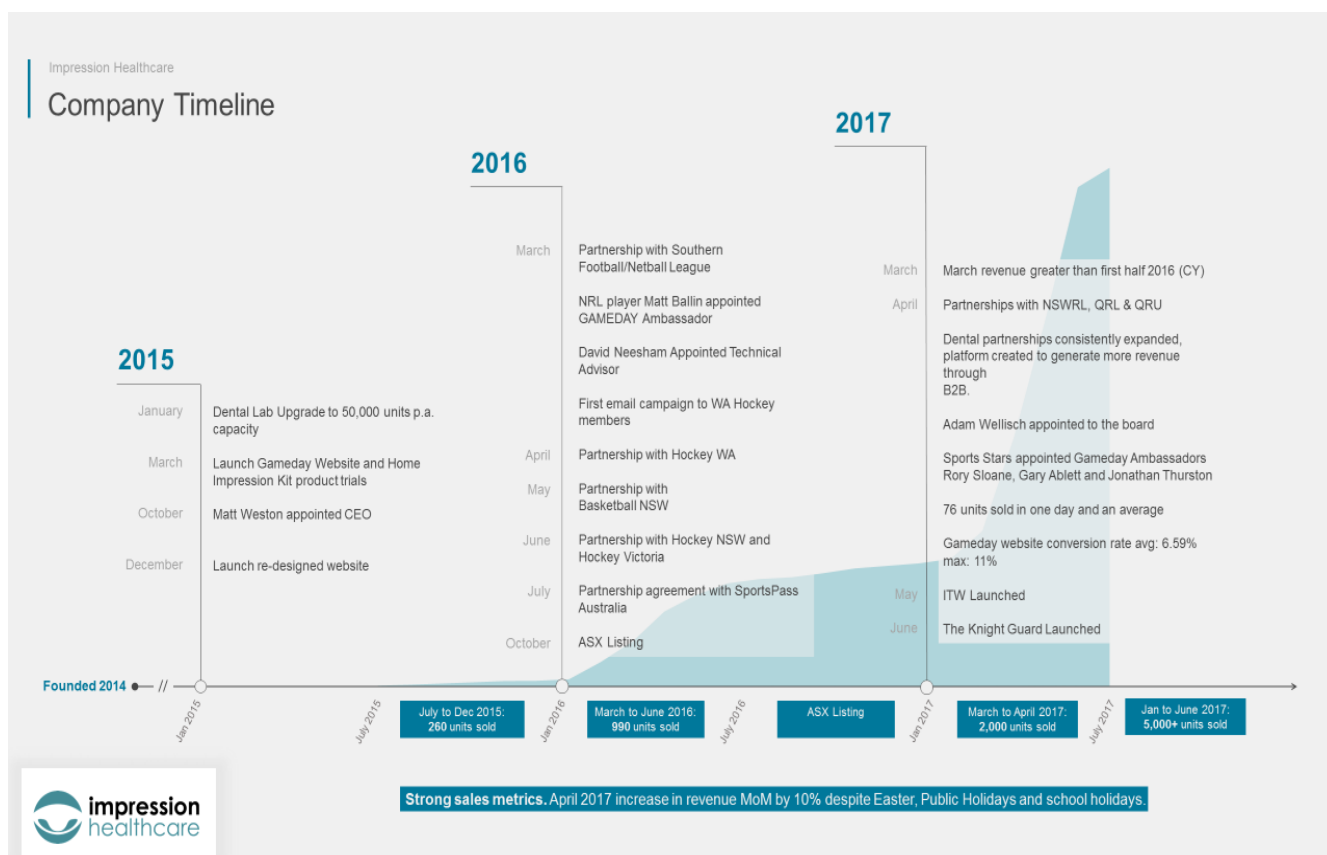
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- IHL is aggressively pursuing its product diversification strategy with the addition of night guards to its product offerings.
- Current product brands now include: Gameday (Mouthguards), Instant Teeth Whitening (ITW), and The Knight Guard (Teeth Grinding Guard), with additional products to follow.
- Total combined sales exceed 5,000 units since January 2017
- The Knight Guard will be released in four product types ranging from \$129.95 - \$229.95.
- A surprisingly strong response to The Knight Guard product launch has resulted in encouraging early sales and lead generation.
- IHL is actively progressing acquisition and international market expansion opportunities.

**Impression Healthcare Limited (“IHL” or the “Company”)** (ASX: IHL) is pleased to announce the latest addition to its custom-fitted dental device range with the introduction of night guards. IHL’s latest innovative product, The Knight Guard, uses the Company’s patented self-impression system and technology to deliver high quality teeth-grinding protection direct to consumers.



IHL has accelerated its product diversification strategy with significant advances made in product development, branding, market testing and market entry. The Company now has 3 products in market with an additional teeth-whitening offer to follow in coming months. An offering in the anti-snoring market is in the final stages of development with plans to enter the Australian market in the second half of 2017.



**Impression Healthcare business development progress to date.**

IHL has developed “The Knight Guard” to complement its existing brands with the same successful direct-to-consumer model. This ‘disruptive’ model provides consumers with high quality, custom-fit night guards without the need to be prescribed or fitted by a dentist.

According to the Sleep Health Foundation, approximately 50% of the population experience occasional grinding, jaw clenching or Bruxism and 5% experience it regularly. The Knight Guard will meet a growing demand for affordable and customised dental devices, with its unique purchasing model.

The Knight Guard is manufactured by experienced dental technicians, using quality materials, in IHL’s dental lab located in Melbourne, Victoria. It is included on the register of the Therapeutic Goods Administration (TGA). There are four different product types available for purchase, ranging from \$129.95 to \$229.95 (AUD).

IHL plans to drive aggressive growth in Knight Guard sales by leveraging the proven go-to-market strategy that is already delivering results for Gameday mouthguards. This will include a comprehensive marketing campaign, utilising digital marketing and traditional communications strategies. The Knight Guard website has undergone a 'soft' launch with significant lead enquiries and early sales.

***IHL Chief Executive Officer, Matt Weston, said:***

"We are very pleased with the accelerated development and launch of The Knight Guard. Since the successful launch of Gameday mouthguards we are going from strength to strength. In 2017, we have sold over 5,000 dental devices, launched teeth-whitening and now teeth-grinding protection. There is more to come.

In addition to our product diversification strategy, the board of IHL is focused on executing opportunities for aggressive growth through acquisition and international expansion. A number of opportunities are currently in progress."

**ENDS**

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## About Impression Healthcare Limited

Impression Healthcare Limited (**ASX: IHL**) provides new ways for consumers to access high-quality, personalised, dental health products.

Combining the latest materials with advanced manufacturing processes and digital engagement, Impression Healthcare delights customers through a choice of superior products at lower prices.

Promoted by high profile ambassadors in health, sport, fashion and media, Impression Healthcare builds strong brands that embody a commitment to customer experience that is unparalleled in the industry.

### Gameday Mouthguards

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior, custom-fit product.

For a relatively low cost, consumers have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer's club or favourite colours and can also include their name and telephone number.  
[www.gamedaymouthguards.com.au](http://www.gamedaymouthguards.com.au)

Gameday aims to become the market leader in the fragmented mouthguard market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday's mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year). With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly better protection than over-the-counter alternatives.

### The Knight Guard

Up to 50% of adults experience night-time teeth grinding or clenching at some stage of their life. This can cause significant and expensive damage to their teeth. The Knight Guard is a convenient and affordable night guard that provides you with the best protection against teeth grinding while you sleep.

At a fraction of the cost of visiting your dental clinic (even with private health, night guards can be extremely expensive), The Knight Guard offers the convenience of receiving an at-home, DIY impression kit; taking the impression of your teeth yourself; and having the night guard delivered, all from the comfort and privacy of your own home.

## ITW

ITW is a mainstream, at-home, teeth-whitening product providing consumers with a cost-effective, custom-fit, at-home teeth whitening solution and will be a competitively priced, high quality offering.

ITW provides consumers with a high-quality offering that competes directly with off-the-shelf; one size fits all teeth whitening products. For this highly competitive price, ITW's offering of custom-fit, dental quality mouth trays, provides consumers with an at-home whitening experience which is safer, more comfortable, and directly comparable to a take-home kit your dentist would supply. ITW's whitening gel solution will be a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. [www.itwsmile.com.au](http://www.itwsmile.com.au)

## Denti

Denti, an Australian made, premium teeth whitening product, it includes a range of teeth whitening and beauty products, and marketed as a high quality premium brand to appeal to the discerning customer who seeks a luxury product and associates Australian made goods with a high level of quality.

The kit is presented in high quality packaging, which conveys the look and feel of a premium, high quality, Australian made product. Housed in a luxurious beauty bag for female customers or a wet pack for male customers, each kit contains a teeth whitening self-impression kit, three whitening gel syringes, an on-the-go whitening pen, a light up pocket-sized mirror, a face flannel and a travel toothbrush. Once made, the customer will also receive their custom-fit trays in a protective case.

