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ASX RELEASE

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**ASX Code:** IHL

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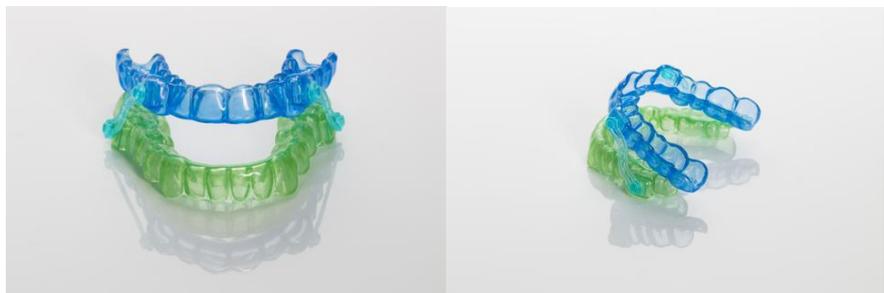
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## IHL FURTHER ADVANCES GROWTH AND PRODUCT DIVERSIFICATION STRATEGY WITH THE MARKET RELEASE OF THE SLEEP GUARDIAN

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- The Sleep Guardian is a mandibular advancement splint (MAS) worn to combat sleep disordered breathing; including snoring and sleep apnoea
- Soft launch of the Sleep Guardian occurred recently and is competitively priced at \$499.95 per unit versus other custom-fit solutions
- The Sleep Guardian is Impression's brand name for the Silensor-sl® anti-snoring device, which has helped over 4 million people combat snoring worldwide
- Effectiveness of the Sleep Guardian currently being evaluated by a leading Australian sleep specialist for further product validation
- Initial response to the Sleep Guardian has been strong with encouraging early sales and lead generation

**Impression Healthcare Limited (ASX: IHL)** ('Impression Healthcare' or 'the Company') is pleased to announce the latest addition to its custom-fit dental device range with the introduction of the Sleep Guardian. This latest product uses the Company's patented self-impression system and technology to deliver its customers a custom-fit and high quality anti-snoring device, eliminating the need to visit a dentist.



*Silensor-sl® anti-snoring device; branded as The Sleep Guardian*

The Sleep Guardian is Impression's brand of the Silensor-sl® device, which is a trademark of and was designed by ERKODENT®, a major German dental technology company. It consists of an upper and lower jaw splint that are connected in such a way as to push the lower jaw forward relative to the upper jaw. This counteracts the narrowing of the respiratory tract, reducing the vibration of tissue at the back of the mouth that causes snoring.

The Silensor-sl® device has helped over 4 million people reduce snoring and is accredited with being comfortable for the wearer. It is a preferred choice of dental and sleep specialists in the treatment of snoring and mild sleep apnoea. Existing studies <sup>(1)</sup> have shown that MAS devices that advance the lower jaw reduce the apnoea/hypopnoea index (AHI) by up to 50% and reduce snoring by up to 80%. And, according to the Australian Dental Association, 95% of people will have an improvement in the level of their snoring when using an oral appliance, such as the Sleep Guardian.

IHL has developed the Sleep Guardian to complement its existing brands with the same direct-to-consumer revenue model as its other products. IHL makes the device from impressions the customer creates at home with the impression kit. Experienced dental technicians manufacture the Sleep Guardian, using quality materials at Impression's dental laboratory located in Melbourne, Victoria.

This disruptive model provides consumers with a high-quality, custom-fit mandibular advancement splint without the need to be prescribed and fitted by a dentist. The cost per unit is \$499.95 and is exceedingly more affordable than similar MAS devices, which often cost \$2500 to \$4500 and require multiple visits to the dentist.



*The Sleep Guardian Impression Kit*

According to the Department of Health & Human Services Victoria, it is estimated that around 20% of the Australian population (~4.9 million) snore at night. Not only is snoring loud and unpleasant, but it can lead to interrupted sleep, headaches, a sore throat, day time lethargy, and mental impairment.

The Sleep Guardian website and Facebook pages have soft-launched and resulted in early sales and significant lead enquires. Initial activity on the Facebook page has been encouraging with Impression's, "What Snoring Sounds Like" promotional clip receiving more than 105,000 views.

The link to the promotional clip is here: <https://www.facebook.com/thesleepguardian/videos/137119773696457/>.

Impression's Chief Executive Officer, Matt Weston, said:

"We are very excited to have arranged and launched another great product as a part of our overall diversification strategy and product mix. The Silensor-sl® device has been sold throughout the world to over 4 million consumers with great success and we are delighted to have branded this device the Sleep Guardian for sale direct to the consumer without having to visit a dentist.

Snoring and sleep apnoea are medical issues that are increasingly being treated for associated health and wellbeing benefits. The Sleep Guardian is a highly accessible and affordable solution that will allow more consumers to buy high-quality, custom-fit anti-snoring devices that may have previously been out of their price range."

The Sleep Guardian is included on the register of the Therapeutic Goods Administration (TGA).

1. Reference: [http://www.erkodent.com/dental/html\\_english/silensor.html](http://www.erkodent.com/dental/html_english/silensor.html)



Website: <https://sleepguardian.com.au/>

Facebook: <https://www.facebook.com/thesleepguardian/>

**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 business model is readily scalable (current capacity in excess of 50,000 mouthguards per annum). 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 (bruxism) 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 consumers with the best protection against teeth grinding while they sleep.

At a fraction of the cost of visiting a 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. The consumer takes an impression of their own teeth yourself from the comfort and privacy of their own home. <https://theknightguard.com.au>

### ITW

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

ITW competes directly with off-the-shelf; one size fits all teeth whitening products. For a 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 is a dental grade carbamide peroxide whitening gel solution, to whiten teeth safely and gently. <https://itwsmile.com.au/>

### Denti

Denti is an Australian made range of premium teeth whitening products. It is 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 packaging that 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.

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DENTI

