

Your 6 steps to easy ordering:

PLEASE FILL OUT COMPLETELY and fax to (888) 899-3291 or email order to contact@hycomb.com.

1 ORDER FOR

Practice Name _____

DDS DMD

Name of Doctor _____

Address _____

City _____ State _____ Zip _____

Phone _____ Contact Name _____ Fax _____

2 TEXT OPTIONS

Please choose one text option, You can find the options online at www.hycomb.com, or you can use your own copy—just fax it on a separate sheet.

Mark Your Selection Below:

<input type="checkbox"/> SC-1	<input type="checkbox"/> SC-7	<input type="checkbox"/> SC-13	<input type="checkbox"/> SC-19
<input type="checkbox"/> SC-2	<input type="checkbox"/> SC-8	<input type="checkbox"/> SC-14	<input type="checkbox"/> SC-20
<input type="checkbox"/> SC-3	<input type="checkbox"/> SC-9	<input type="checkbox"/> SC-15	<input type="checkbox"/> SC-21
<input type="checkbox"/> SC-4	<input type="checkbox"/> SC-10	<input type="checkbox"/> SC-16	<input type="checkbox"/> SC-22
<input type="checkbox"/> SC-5	<input type="checkbox"/> SC-11	<input type="checkbox"/> SC-17	<input type="checkbox"/> SC-23
<input type="checkbox"/> SC-6	<input type="checkbox"/> SC-12	<input type="checkbox"/> SC-18	<input type="checkbox"/> SC-24
<input type="checkbox"/> Our Copy (Remember—the simpler, the better!)			

SAMPLE CARD



Dr. Berol's Smile Card
601 Terrace Street
Ashland, OR 97520
Phone: 800 • 523 • 6961
www.hycomb.com

Our Smile Card

To acquaint you with our office, we're offering all new patients \$25.00 off their first: Complete Oral Exam, X-rays and Routine Cleaning. ☺ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.

3 CONTACT INFO (LEFT SIDE OF CARD)

Please print your name(s), address and telephone number **EXACTLY** as you want them to appear on your cards. **A \$ charge will apply for changes made after the first proof.**

Line 1: _____

Line 2: _____

Line 3: _____

Line 4: _____

Line 5: _____

4 YOUR ORDER

QUANTITY	COST	SHIPPING
1,000	\$445	\$25
2,500	\$545	\$30
5,000	\$862	\$50
10,000	\$1430	\$65

QUANTITY	DESCRIPTION	TOTAL
		\$
Set-up fee	If this is your first Smile Card Order	
	SUBTOTAL	\$
	SHIPPING	\$
	TOTAL	\$

For larger quantities, please call.
Prices subject to change without notice.

5 YOUR METHOD OF PAYMENT

I'm enclosing my check in the amount of \$ _____

I authorize Hycomb to withdraw \$ _____ from my credit card listed below:

MASTERCARD VISA American Express [][][][] - [][][][] - [][][][] - [][][][]

Expiration Date [][][] [][][]

6 SIGNATURE _____ DATE _____

Smile Cards—Text Options 1-8



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Help the Dental Homeless
50% of your neighbors and friends are "dentally homeless." They don't have a favorite dentist or a regular dental home. You can help the dental homeless. They can use this card for \$25.00 off their first exam.
Referred by _____
This offer good through December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.

SC-1



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

To acquaint you with our office, we're offering all new patients \$25.00 off your first out-of-pocket expense. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.
Referred by _____

© 1994-2010 HYCOMB MARKETING INC.

SC-2



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Dear Dr. Berol & Team,
Introducing: _____
I've said lots of good things about all of you. Please take extra special care of my friend. Give them your NEW PATIENT Get Acquainted Offer of an initial consultation, comprehensive exam and X-rays for only \$50. Thanks in advance.
Referred by _____

© 1994-2010 HYCOMB MARKETING INC.


SC-3



Our Smile Card
To acquaint you with our office, we're offering all new patients \$25.00 off their first: Complete Oral Exam, X-rays and Routine Cleaning. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.
Referred by _____

© 1994-2010 HYCOMB MARKETING INC.

SC-4



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

Dear Dr. Berol & Team,
Introducing: _____
I've said lots of good things about all of you. Please take extra special care of my friend. Give them a \$100 CREDIT for their initial consultation, examination and cleaning.
P.S. Please send me to Hawaii.
Referred by _____

© 1994-2010 HYCOMB MARKETING INC.

SC-5




WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

To acquaint you with our office, we're offering all new patients \$25.00 off their first: Complete Oral Exam, X-rays, and Routine Cleaning. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.
Referred by _____

© 1994-2010 HYCOMB MARKETING INC.

SC-6




WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

Dentistry for the Quality Conscious
To acquaint you with our office, we're offering all new adult patients \$25.00 off your first out-of-pocket expense. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.
Referred by _____
Offer expires December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.

SC-7



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

To acquaint you with our office, we're offering all new patients \$25.00 off their first: Complete Oral Exam, X-rays, and Routine Cleaning. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.
Referred by _____
This offer good through December 31, 2010. Valid when services are paid in full by cash, check or credit card on the day of treatment.

© 1994-2010 HYCOMB MARKETING INC.

SC-8

Smile Cards—Text Options 9-16




Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Take advantage of our once-a-year, half-price SMILES FOR LIFE special offer to whiten your teeth. February through May, 100% of your tax-deductible fee of \$XXX.00 for tooth whitening is donated to the Smiles for Life Childrens Charity program. Doctor and staff time plus supplies are donated free of charge.

(Tooth whitening regularly \$XXX.00. This offer good for treatment on or before May 31, 2010.)

© 1994-2010 HYCOMB MARKETING INC.™

SC-9 — Smiles for Life



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Thank you for referring...

_____ to our office. Please take this card to any at the businesses listed and use it as \$XX.00 credit in their establishment. Your referral is the best evidence that you're happy with the things we do. To us there is no greater compliment!

This offer good through December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.™

SC-10 — Thank you for referring



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Do a friend a favor

Give this Smile Card to a friend, family member or business associate, and we'll give your friend a \$XX.00 credit at their first appointment.

It's our way of saying "Welcome!"

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-11



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

Smile Card Certificate

Good for one free Smile Consultation. Call our office today for a personal consultation regarding ways we can light up your smile...and your life.

Referred By _____

This offer good through December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.™

SC-12



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

We love to meet your friends

We want you to know how gratifying it is to welcome your family and friends into our office. In appreciation, your friends will receive a \$50.00 courtesy credit at their first appointment.


Introducing _____

Referred by _____

Present this card at your appointment

© 1994-2010 HYCOMB MARKETING INC.™

SC-13



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

Refer a friend...


...or family member, and we'll give you a _____ as our Thank You (value \$XXX.00). Your friend is entitled to a \$XXX.00 credit on their initial consultation, examination and cleaning.

Referred by: _____

This offer good through December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.™

SC-14



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961


To introduce your patients to our office, we offer all new patients a \$XX.00 courtesy credit. They can use the credit after their first dental treatment.

Introducing my Patient _____

By Doctor _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-15 — Referral to/from Specialist



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

A Smile Increases Your Face Value!


To introduce you to our dental practice, we're offering all new patients a \$XXX.00 Get-Acquainted credit on their first out-of-pocket dental expense. Take advantage of this special offer to light up your smile...and your life!

This offer good through December 31, 2010

© 1994-2010 HYCOMB MARKETING INC.™

SC-16

Sedation / Anxiety-Free Smile Cards (17-24)



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

To acquaint you with our office, we're offering all new patients \$25.00 off their exam, X-rays, and dental cleaning. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.

Referred by _____
Ask us about Oral Sedation Dentistry, "dentistry while you sleep."

© 1994-2010 HYCOMB MARKETING INC.™

SC-17




Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

To acquaint you with our office, we're offering all new patients \$25.00 off their first appointment. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.

Referred by _____
Ask us about Oral Sedation Dentistry, "dentistry while you sleep."

© 1994-2010 HYCOMB MARKETING INC.™

SC-18



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961


Sedation Dentistry
Respect • Comfort • Friendly
Caring • Confidential • Safe

One small pill helps you snooze through your dental care. Wake up with a beautiful smile. Make an appointment for yourself or a loved one today.

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-19



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961


Do a friend a favor
Give this Smile Card to a friend, family member or business associate, and we'll give your friend a \$25.00 credit at their first appointment. It's our way of saying "Welcome!"

Ask about...
oral sedation dentistry
...dentistry while you sleep.

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-20



Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

To acquaint you with our office, we're offering all new patients \$25.00 off their exam, X-rays, and dental cleaning. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.

Referred by _____
Ask us about Anxiety-Free Dentistry, "dentistry while you relax."

© 1994-2010 HYCOMB MARKETING INC.™

SC-21




Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961
www.hycomb.com

To acquaint you with our office, we're offering all new patients \$25.00 off their first appointment. ♥ Take advantage of this opportunity to safeguard your smile. Make an appointment for yourself or the entire family today.

Referred by _____
Ask us about Anxiety-Free Dentistry, "dentistry while you relax."

© 1994-2010 HYCOMB MARKETING INC.™

SC-22



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961


Anxiety-Free Dentistry
Respect • Comfort • Friendly
Caring • Confidential • Safe

One small pill helps you breeze through your dental care. Relax your way to a beautiful smile. Make an appointment for yourself or a loved one today.

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-23



WINE COUNTRY DENTAL
Dr. Berol's Smile Card
106 North Forest Avenue
Sandpoint, ID 83864
Phone: 800 • 523 • 6961

Do a friend a favor
Give this Smile Card to a friend, family member or business associate, and we'll give your friend a \$25.00 credit at their first appointment. It's our way of saying "Welcome!"

Ask about...
anxiety-free dentistry
...dentistry while you relax.

Referred by _____

© 1994-2010 HYCOMB MARKETING INC.™

SC-24