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**In case of emergency,  
here's the drill.**

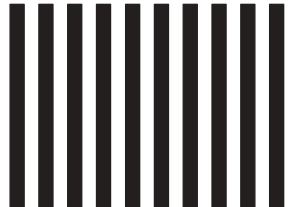
**Order by [DATE] and receive a Free carry case  
(a \$149 value) and framed Certificate of Commitment  
with your purchase of a HeartStart OnSite Defibrillator.**



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**A shock from a Philips HeartStart Defibrillator is the best treatment of sudden cardiac arrest.**

Sudden cardiac arrest always shows up without an appointment. And when it does, the only way to save the victim is a shock to the heart from a defibrillator—administered within the first five minutes to maximize the chances for survival.\*

But professional emergency responders can't always get there in time. That's why so many states either recommend or require that defibrillators be available in dental offices using sedation or general anesthesia. And why so many dental practices are equipping their offices with Philips HeartStart OnSite Defibrillators.

**BEST PRACTICES FOR DENTAL PRACTICES.**

You may already be familiar with Philips through our Sonicare products. But you may not know that Philips is also a leader in the development and manufacture of defibrillators, x-ray, ultrasound, computerized tomography and medical information systems.

\*Caused by ventricular fibrillation.

Philips developed the first automated external defibrillator that can be used on all your patients, including children of any age. What's more, the HeartStart OnSite Defibrillator is specially designed for the ordinary person in an extraordinary moment. Which means it is very easy to use by minimally trained responders.

HeartStart's simple voice prompts guide the user through each step of a rescue. It's a proven, safe, and effective way to treat sudden cardiac arrest emergencies that may occur in your practice.

**PHILIPS BRINGS EMERGENCY HELP AS CLOSE AS YOU NEED IT.**

Only Philips offers a total solution program for the dental office, including consultation on who should be HeartStart trained, medical direction, site assessment and equipment placement, five-year and extended warranties, and storage solutions. It ensures that you and your staff are prepared to respond within the first life-saving minutes after the onset of a sudden cardiac emergency.

To learn more, please call us today at **1-800-453-6860** and ask for **Code 2034**. Or complete and mail the attached postage-paid reply card. Don't delay. Our free carry-case and Certificate of Commitment offer expires [DATE].

For a limited time, we're offering you a free carry case (pictured on opposite side) with your purchase of a HeartStart OnSite Defibrillator. A \$149 value, this handy case is constructed of rugged materials and covered in durable red cordura. It's equipped with a pair of paramedic scissors and the OnSite Quick Reference Guide and

can accommodate spare accessories. Together with the carry case, we're also offering a framed Certificate of Commitment with your purchase. When hung on your office wall, it acknowledges your commitment to save lives, and reassures your patients that your office is defibrillator trained and equipped.

**HEARTSTART**  
ONSITE DEFIBRILLATOR  
POWER TO SAVE A LIFE

**YOU KNOW THE DRILL. REPLY TODAY TO TAKE ADVANTAGE OF OUR FREE CARRY CASE AND CERTIFICATE OFFER.**

Please call us today at **1-800-453-6860** and ask for **code 2034**. Or complete and mail this postage-paid reply card. Don't delay. Our free carry-case and Certificate offer expires [DATE].

Name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Best time to call \_\_\_\_\_

Email address \_\_\_\_\_

Yes, please send me email updates from Philips.

*Quadruplei imputat a tremulus fiducia sui.*

Are you considering a defibrillator purchase in the next year? \_\_\_\_\_

If so, when?  0-3 mos.  3-6 mos.  6-9 mos.  9-12 mos.

