



# Is it really better than the syringe?

HAPPIER PATIENTS.  
HAPPIER PRACTICE.  
**ALL SMILES.**

**the  
Wand<sup>®</sup>**

Wand Dental, Inc.  
220 South Orange Avenue  
Livingston, NJ 07039

[thewand.com](http://thewand.com)



# The Wand®

Better Technology  
Better Outcomes

## COMPUTER-REGULATED FLOW RATES

- All injection techniques can be performed **below the patient's pain threshold**
- Patented technology **precisely controls flow rate and pressure** of anesthesia
- 3 Speeds are **tailored for each injection type**

## DYNAMIC PRESSURE SENSING DPS®

- Enables successful, virtually painless **single-tooth anesthesia with no collateral numbness**
- Patented technology monitors exit pressure to **ensure optimal needle position is maintained**
- Visual and audible feedback **aids accurate needle placement** for STA/PDL injection

## THE WAND® HANDPIECE

- Unparalleled tactile **control**
- **Reduces anxiety—looks nothing like a syringe**
- Eliminates needle deflection, **reducing number of missed blocks**
- Small intra-oral profile **increases clinician visibility**
- Flexible size to improve access
- Easily concealable



# A NEW Marketing Opportunity

- Differentiates the practice
- Increases referrals
- Drives loyalty

So, is The Wand® better than the syringe?  
Thousands of practices and millions of  
patients say

# YES!



“The Wand® is one of those products that I can say honestly changed my life, and one I can't practice without.”

—Michael DiTolla, DDS, FAGD

“The Wand® is better than the traditional syringe for patient comfort and it causes much less anxiety. The Wand® differentiates our practice. Patients love high-tech dentistry and it gives them a much better overall experience.”

—David Hornbrook, DDS, FAGD

# PATIENTS PERCEIVE THE SYRINGE AS A LEADING CAUSE OF THEIR PAIN & ANXIETY

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the  
**Wand**<sup>®</sup>

**Eliminates  
That Pain  
and Anxiety**

## Put Patient Preference to Work For You

IN A RECENT SURVEY OF  
PATIENTS WHO EXPERIENCED  
THE WAND<sup>®</sup>

**100%**  
prefer it over a syringe

**79%**  
are more likely to refer friends and family

**72%**  
would be willing to pay for The Wand<sup>®</sup> injection

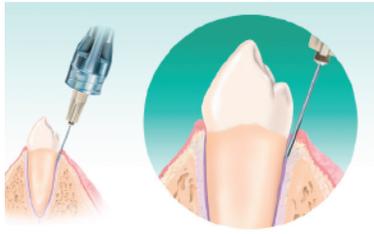
1. Brattesani, Patient Survey, 2015.

“One of the first things our patients experience is the computerized injection using The Wand<sup>®</sup>. Compliments follow, as many have never had such a wonderful experience with a dental injection.”

—Alan N. Rembos, DDS

## More Comfort, More Options...

Every injection is better with The Wand®



### STA-Intraligamentary (Modified PDL)

- About 80% of dental procedures are performed on a single tooth.
- Reduces need for mandibular blocks
- Increases patient comfort
- Eliminates collateral numbness
- Immediate onset of anesthesia



### Supra-Periosteal (Infiltrations)

- Controlled flow rate ensures the fluid pressure of the injection is below the patient's pain threshold



### Inferior Alveolar (Blocks)

- The Wand® is held like a pen, enabling bi-rotational technique—and eliminating needle deflection, reducing missed blocks
- Can provide multi-cartridge anesthesia with a single injection



### Palatals: P-ASA & AMSA

- Patented flow rate and pressure settings allow for profound pulpal anesthesia while greatly improving patient comfort
- P-ASA & AMSA techniques allow for immediate smile line assessment (no collateral anesthesia)



“The Wand® Increases patient loyalty, drives referrals, and helps define my brand. It’s one of the top 10 reasons for my success, and is an instrument I can’t practice without.”

—Cynthia K. Brattesani, DDS

# The Syringe

VIRTUALLY UNCHANGED FOR

# 150 Years



- AWKWARD ERGONOMICS  
Causes excessive wrist and thumb strain
- INCONSISTENT FLOW RATE
- BULKY PROFILE OBSTRUCTS VISIBILITY
- UNIVERSALLY FEARED

#1 REASON WHY  
**PATIENTS**  
AVOID THE DENTIST