



**Guru Patient Communications Suite
has achieved the following standards for the EDA Accepted Seal:**



Sustainable Manufacturing Distribution

- Product is manufactured in U.S., where it is sold.
- Product packaging minimizes waste by using a slim line DVD box design to minimize plastic packaging.
- Manufacturer/distributor has eliminated Styrofoam.
- Product packaging features recycled content materials.



Waste Reduction

- Product containers are refillable.
- Product packaging is recyclable.
- No Styrofoam is used to package product.
- Product is sold in bulk.
- Product reduces dental practice waste: Eliminate the need for practice to print treatment plans, which can instead be emailed to patient and are available in video format.
- Product utilizes digital technology, reducing paper waste.
- All printed materials related to marketing of product are printed on recycled or FSC certified paper.
- Marketing materials and catalogues are printed on recycled paper or FSC certified paper.
- Electronic communications and company website is used to market product.

- Purchasers of the product or service are billed electronically; payments for product or service can be received electronically.



Pollution Prevention

- Product prevents pollution in dental practice by reducing the need to print on paper.



Patient Care, Workplace Policies, Triple bottom line business practices

- Product enhances wellness-based dentistry by encouraging clear communication to patients, thus allowing them to make better decision for their oral health.



Leadership

- Company sponsored EDA High-Time for High-Tech campaign educating the dental industry on environmental benefits of dental technology.
- Company created Brusher Bailey Educational Adventure series to help educate and entertain young patients by promoting the important of good oral health in a fun and easy way.



Innovation

- Product transforms how dentistry is practiced by providing doctors and patients with technology that nurtures healthy and informed patients with high-quality, personalized oral health care.