

8<sup>th</sup> June 2009

## **DENPLAN REINFORCES BRAND IDENTITY**

In a move designed to provide even greater support for its members, Denplan unveiled its refreshed brand identity at this year's BDA Conference and Exhibition.

The Denplan apple that has become so familiar among the profession and patients alike remains, with the addition of a new strapline – 'at the heart of dental care'. The new look and feel will be clearer and easier to understand and has been designed to work harder for practices, reflecting the strength and role of the brand more clearly.

Commenting at the launch, Sarah Bradbury, Denplan Marketing Communications and Brand Manager said: "The Denplan brand has come to symbolise ethical, professional and quality dental care. Patients recognise and expect these values of Denplan practices. The Denplan portfolio of business services has expanded greatly over the years offering far more than payment plans and our new strapline clearly demonstrates the value-added services we offer."

As a platinum sponsor of this year's BDA Conference & Exhibition in Glasgow, Denplan chose the conference as the platform to introduce the refreshed look. Thousands of delegates visited the Denplan stand throughout the event, where an expert team was on hand to discuss its range of flexible payment plans and additional business services as well as how the strength of a nationally recognised brand can help when recruiting and retaining new patients. Along with the refreshed brand, visitors to the Denplan stand were also refreshed with a choice of ice creams in celebration of the launch.

Managing Director, Steve Gates, added: "Denplan has been at the heart of dental care for over 22 years and our brand identity now clearly reflects this. As an organisation, we understand the need to be innovative and to continually review how we are portrayed to the outside world. I see this as a wholly positive exercise for Denplan, our member practices and their patients."



-ends-

**Notes to Editors:**

**About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating over 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for over 22 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://www.denplan.co.uk)

**Denplan Care:** all routine and restorative care + worldwide dental injury and dental emergency cover

**Denplan Essentials:** routine care only + worldwide dental injury and dental emergency cover

**Plans for Children:** routine and other agreed care + worldwide dental injury and dental emergency cover

**Denplan Emergency:** worldwide dental injury and dental emergency cover only

**Denplan Enhance:** interest-free patient loans of £250 – £25,000 for dental treatment

**Company Dental Plans:** company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://www.denplan.co.uk)

**About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

**For more information:**

Aideen Kavanagh / Lia Dean / Mia Edwards

Denplan Press Office

Tel: 01962 827 997 / 01962 828 194

[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)