
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GOVERNOR
FROM: SMITH
SUBJECT: MEETING REQUEST/HYDRABRUSH INVENTOR AND INVESTORS
DATE: 6/24/03
CC: RENICK, LEE ANN, HALE, BOYD, TELL, SEWELL, KINNEY

I met Jay Tankersly, D.D.S. on the plane last week on my way back from Atlanta. He teaches dentistry at UMC and is originally from Greenwood. During our conversation, he told me about a new product that will soon hit the market that could prevent gum disease and periodontal disease. I visited the web site this weekend and printed off the attached information for your review.

Ken Heggeman invented Hydrabrush. He also invented the large irrigation systems that are on wheels. I cannot remember what they are called. Mr. Heggeman had periodontal disease about ten years ago and started trying to develop something to prevent oral disease.

This product is similar to SoniCare, which made \$700M last year alone. A study was completed November 14, 2002 at the University of Tennessee Health Science Center, College of Dentistry in Memphis, which compared Hydrabrush, SoniCare, and Oral B and found that the Hydrabrush group had less plaque than SoniCare at 4, 8, and 12 weeks. The report is also attached.

I got a call from Jay Tankersly, D.D.S this morning and he said that he had talked to Ken Heggeman about our discussion on the plane. I had shared with Dr. Tankersly that you recognize the importance of prevention and that health care is one of your top concerns. He said the inventor said that he would have no problem putting the company in Mississippi, especially since most of the investors are from Mississippi. They would like to meet with you to discuss. Would you like me to schedule a meeting?

YES _____

NO _____