FOR IMMEDIATE RELEASE

Contact: Gibson Patterson
The Rogers Group
(310) 552-4163
gpatterson@rogerspr.com

THE DAMON® SYSTEM TAKES BRACES BEYOND STRAIGHT TEETH TO CHANGE THE FACE OF ORTHODONTICS

Faster and Gentler, The Damon System Creates Healthy, Full Smiles That Give Faces A Youthful Lift

ORANGE, CALIF. (February 20, 2007) – Forget what you think you know about braces. Now, thanks to the revolutionary Damon® System, fantastic results can be achieved in far less time and with far greater comfort than ever before. The Damon System uses a combination of self-ligating braces that don’t require tightening, technologically advanced shape memory wire and a treatment concept that rarely requires the removal of permanent teeth. The Damon System’s Bracelift™ produces a full smile that, for many adult patients, can counteract the visible signs of aging. This breakthrough treatment strengthens mid-face support, which tends to reduce smile wrinkles, create fuller lips and provides a youthful profile. A clinically proven method of straightening teeth and enhancing facial esthetics, the Damon System is now being adopted by orthodontists throughout the country and all over the world.

What makes the Damon System different? Most types of conventional braces use elastic ligatures to hold the archwires in the braces. These elastic ligatures cause friction and binding, which can either slow tooth movement or require higher forces to overcome. Damon System braces are self-ligating, so they don’t need ligatures. Without the friction of ligatures, the Damon System uses very gentle pressure to move teeth quickly and comfortably to their desired positions. Many Damon System patients begin to see dramatic results in as little as 10 weeks. Testimonials from experienced Damon System clinicians confirm independent study results – Damon System treatment is typically six months faster than with other technologies, with up to seven fewer office visits.

"We’re achieving amazing results that we could not have dreamed of just a few years ago, and making treatment much more comfortable and convenient for our patients," said Dr. Dwight Damon, the inventor of the Damon System.

- more -
Beyond the significant time savings, the light forces used in the Damon System virtually eliminate the need to remove permanent teeth to make space, and patients are rarely required to wear headgear or use rapid palatal expanders. The latest CT scan research confirms that the Damon System can stimulate remarkable, natural arch development without the use of more invasive appliances or procedures.

“Parents want their children to have straight teeth without extractions, headgear or rapid palatal expanders. We believe that a full set of teeth provides an excellent foundation for a beautiful, long-lasting smile.” says Dr. Damon.

The Damon System’s high-technology braces and wires are designed to gently guide teeth to the ideal smile for each individual patient. Plus, the discreet Damon braces are easy to keep clean because food is not trapped by elastic or metal ties.

Today, the Damon System is the fastest-growing orthodontic system on the market and has transformed the smiles and appearances of more than 2 million patients. For more information or to find a local orthodontist, please visit www.damonbraces.com.

About the Damon System

The Damon System is the breakthrough technology that is changing the public’s perception of orthodontics and goes beyond straight teeth to produce a beautiful, healthy smile with more comfort and in less time. This unique treatment combines patented tie-less bracket technology with advanced memory wire and a biologically-sensible treatment approach for a full smile that builds facial support for a more attractive appearance at any age. The Damon System is manufactured and distributed worldwide by Ormco, a division of Sybron Dental Specialties, a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology.

# # #