More Value
For Your Practice

Faster Treatment
More Flexibility
Greater Growth
The Damon System delivers far more than just straight teeth. It’s the transformational orthodontic system that delivers extraordinary results for you and your patients.

By implementing the Damon System, your practice can reach new heights in efficiency, speeding patient treatment in fewer appointments. That means more flexibility in patient scheduling, more opportunity for revenue growth and more value to your bottom line.

Faster Treatment, Fewer Appointments

The Damon System is more than a bracket. It’s a treatment philosophy that leverages the power of low friction and light forces.

The Damon System can decrease patient treatment time by up to seven months while dramatically reducing the number of patient appointments. This gives you the flexibility to streamline office hours and patient scheduling and allows you to concentrate on growing your practice.

“With the Damon System, 80% of my cases are 80% complete in eight months. My patients are thrilled!”

– Dr. A Bagden
Springfield, VA

Incomparable Performance

<table>
<thead>
<tr>
<th></th>
<th>Conventional Brackets*</th>
<th>Avg. Self-Ligating Brackets†</th>
<th>Damon System*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Treatment Time</td>
<td>27.5 Months</td>
<td>23.0 Months</td>
<td>20.3 Months</td>
</tr>
<tr>
<td>Number of Appointments</td>
<td>31.0</td>
<td>20.0</td>
<td>16.2</td>
</tr>
<tr>
<td>Appointment Intervals</td>
<td>4-6 Weeks</td>
<td>4-6 Weeks</td>
<td>8-10 Weeks</td>
</tr>
</tbody>
</table>

*Tagawa D. Clinical Impressions 2006; 15-1.
More Growth, Higher Profits

Whether your objective is to grow patient starts, increase revenue or improve profitability, the Damon System gives your practice a distinct competitive edge.

By treating patients faster and in fewer appointments, you can improve financial performance and take advantage of new opportunities for growth – without adding new staff.

- Maintain current staffing levels and active cases in treatment while expanding annual patient starts by approximately 35%
- Grow monthly revenue per patient by more than 35% without increasing treatment fees
- Grow annual revenue by more than 35% while reducing overall expenses as a percent of revenue
- Grow annual net income by more than 70%

Greater Capacity, More Flexibility

The Damon System helps you increase capacity to handle a greater volume of active cases or ease patient scheduling to offer more flexible office hours.

Adjust your office hours to reduce stress, accommodate a more relaxing lifestyle or provide a higher degree of personalized patient care. You can even reallocate your existing labor resources to focus on other activities like marketing your practice. With the Damon System, you can manage your case load with greater flexibility than ever before.

- Accommodate a large volume of active cases while reducing operating hours by as much as 50%
- Improve labor efficiency by up to 38% for greater flexibility in scheduling staff and patients

Improved Weekly Scheduling Efficiency

The Damon System lengthens appointment intervals for more efficient patient scheduling while handling equivalent case volumes.

"Since using the Damon System, we've increased our patient starts by 40% while reducing our total days worked per year from 200 to 120 days."

– Dr. J Kozlowski
New London, CT

"Our practice is far more profitable. We're now finishing cases seven months faster and with far fewer appointments."

– Dr. D Tagawa
Brea, CA
Freedom from Auxiliary Appliances

The Damon System’s minimally invasive treatment protocols help your practice eliminate the unnecessary expense and inconvenience of auxiliary appliances like rapid palatal expanders, headgear, TPAs and other devices.

With the Damon System, an average practice can save up to $14,000 per year in material costs, labor and laboratory fees alone. Eliminating these costly appliances and invasive procedures not only makes good financial sense for your practice, but also provides greater comfort to your patients.

Damon Dollars & Sense

Compared with conventionally-ligated and active self-ligating brackets, the Damon System enables a practice to operate more efficiently and with greater capacity for higher patient volume.

For example, using the Damon System, a practice that averages 250 patient starts per year can easily accommodate a 36% increase in starts while maintaining the same active case load. The practice also benefits from fewer appointments per day and greater opportunity for revenue growth and improved profitability.

That same practice also has the option of maintaining its current patient starts level while enjoying a flex-time schedule with fewer office days.

What’s best for your practice? That’s the beauty of it – you decide!

“With the Damon System we've eliminated RPEs and most other auxiliary items.”
– Dr. B Waugh
Athens, GA

<table>
<thead>
<tr>
<th>Conventional Brackets</th>
<th>Avg. Self-Ligating Brackets</th>
<th>Damon System</th>
<th>More Flexible Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starts/Year</td>
<td>250</td>
<td>299</td>
<td>339</td>
</tr>
<tr>
<td>Active Cases/Year</td>
<td>573</td>
<td>573</td>
<td>573</td>
</tr>
<tr>
<td>Total Appointments/Day*</td>
<td>46</td>
<td>38</td>
<td>29</td>
</tr>
<tr>
<td>Operating Days/Week</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Monthly Revenue/Patient**</td>
<td>$182</td>
<td>$217</td>
<td>$246</td>
</tr>
<tr>
<td>Annual Revenue</td>
<td>$1.25MM</td>
<td>$1.49MM</td>
<td>$1.69MM</td>
</tr>
<tr>
<td>Annual Expenses (% of Revenue)</td>
<td>55%†</td>
<td>47%†</td>
<td>43%</td>
</tr>
<tr>
<td>Net Income</td>
<td>$562,500</td>
<td>$789,902</td>
<td>$962,958</td>
</tr>
</tbody>
</table>

*Includes retainer checks, recalls, new consults and emergencies
**Assumes $5,000 treatment fee per patient
† Includes additional expenses for auxiliary appliances
Remarkable Results

The Damon System provides extraordinary clinical results thanks to an innovative combination of low-friction passive self-ligating brackets, low-force high-tech archwires and minimally invasive treatment protocols. Working together, these elements give your patients what they really want – broad, beautiful smiles in less time than thought possible.

Faster treatment time with fewer appointments. Greater flexibility and more opportunities for growth. Extraordinary results with less invasive protocols. The Damon System delivers far more than straight teeth. It delivers exceptional value to you and your patients.

Damon patient Lauren
“Initially, I was concerned about the increased supply costs of the Damon System, but the reduced treatment time and improved clinical and practice efficiency more than justify the cost difference in my practice.”

– Dr. J Adelsperger
Brownsburg, IN