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**ORMCO CORPORATION INTRODUCES DAMON™ CUSTOM: WORLD'S FIRST BUILT-TO-ORDER
CUSTOM BRACKET**

Doctors to Better Treat Patients with Exact Bracket Prescriptions

DAMON FORUM, PHOENIX (Jan. 16, 2014)—Today at the 13th Annual Damon Forum, a unique educational event bringing together thousands of orthodontic professionals, [Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, introduced Damon™ Custom, the world's first built-to-order custom prescription bracket. Orthodontists can now order their own prescription value for every 5-5 Damon™ Custom bracket. With this advancement, doctors—for the first time ever—are able to supply the exact Rx needed to best treat each individual patient case.

“We frequently hear doctors say, ‘I love the Damon Q bracket system, but I really wish it came in alternative prescriptions.’ We’re always working to not only advance our technology but to listen closely to what doctors want and what will make their outcomes more successful—that’s how we came to develop Damon Custom,” said Mark Hillebrandt, vice president of marketing and product development at Ormco. “With dozens of popular prescriptions on the market, we decided to make the exact prescription our doctors need—their own custom prescription. Damon Custom brings fixed appliances to uncharted territory and puts full control in the doctor’s hand with brackets ordered to their exact preference.”

Damon Custom will be delivered in a Single Patient Kit containing personalized Upper and Lower 5-5 brackets. Doctors can order each kit per patient, with the Rx deemed necessary for that particular patient, or can choose to order multiple kits of their own Rx, or popular existing prescriptions.

The ordering process is simple; there is no digital set-up or software to use. Doctors can order a Single Patient Kit—or multiple kits—through their Ormco representative or by filling out a simple online interest form, which will be available on www.ormco.com.

Attendees at the 2014 [Damon Forum](#), currently being held in Phoenix, are encouraged to meet with Ormco representatives to fill out a Damon Custom interest form for more product information and to stay updated on order availability. Damon Custom will begin shipping in spring 2014.

(more)

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Connect with Ormco on Facebook at facebook.com/damomsystembraces, or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. Ormco’s Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](https://www.ormco.com) website.

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