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**\*\*MEDIA ADVISORY\*\***

**ORMCO LAUNCHES LOVE YOUR LYTHOS CAMPAIGN**

*Leading Orthodontic Manufacturer Announces Initiative to Support Practice Integration and Patient Adoption of Lythos™ Digital Impression Systems*

ORANGE, Calif. (Feb. 3, 2014)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today launched the [Love Your Lythos](#) campaign that allows [Lythos™ Digital Impression System](#) practices to name their scanner. Practices using Lythos are encouraged to select a unique name for their scanner—a name that will resonate with patients and help make the scanning process something to look forward to. Once a Lythos name is submitted via [www.ormco.com/lovelythos](http://www.ormco.com/lovelythos), Ormco will send the practice a personalized name decal to adorn the scanner and an official Lythos birth certificate signed by the company president. By personalizing the scanner, Ormco is providing a platform for Lythos clinicians to create a patient-friendly environment with the high-tech system.

Dr. Robert Sheffield, an orthodontist who has adopted Lythos at his practice commented: “The unique name we gave to our Lythos system is Lydia! While Lythos has helped transform my practice into a state-of-the-art digital office, eliminating storage fees and reducing paperwork, we’re also having a lot of fun integrating Lythos by using the personalized Lydia name, which helps get patients excited about orthodontic treatment.”

Lythos Digital Impression System harnesses the power of digital scanning to overcome the inherent challenges associated with traditional impressions. With both an open platform format and rebate program, the Lythos scanner is a sound financial investment able to positively impact practice efficiency and return on investment. For everyday use, the lightweight and compact Lythos wand is ergonomically designed for the operator and allows for easy, painless access to the posterior of the mouth. The unit weighs approximately 25 pounds for convenient transport from operator to operator and features an easy-to-clean touch screen for flexible viewing of models on screen and when entering patient data.

“When you adopt a new treatment technology, you want patients to be onboard and excited. The Love Your Lythos campaign helps practices integrate the Lythos scanner in a way that is entertaining, engaging and supports each different practice environment,” commented Patrik Eriksson, president of Ormco. “Smiley, Boss, Sigmund—the options are endless and we hope doctors have fun making Lythos a part of their practice family.”

Orthodontists interested in learning more about Lythos should visit [www.ormco.com/lythos](http://www.ormco.com/lythos) for more information and to schedule a visit from an Ormco sales representative. Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com). Connect with

Ormco on Facebook [facebook.com/insigniasmile](https://www.facebook.com/insigniasmile), or Twitter at [@Ormco](https://twitter.com/Ormco), and view Love your Lythos posts by searching the #LoveLythos hashtag.

**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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