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****MEDIA ADVISORY****

**ORMCO CORPORATION EXTENDS AESTHETICALLY PLEASING DAMON CLEAR PRODUCT LINE
TO INCLUDE LOWER ARCH TREATMENT**

Makers of the Damon® System Introduce Clear Self-Ligating Brackets for Treating the Lower Arch

ORANGE, Calif. (April 9, 2012)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced its [Damon Clear](#) appliances are now available for treating the lower arch. Building upon Ormco's progressive line of Damon® System orthodontic braces—a combination of passive self-ligating brackets, high-technology archwires and minimally invasive treatment protocols—Damon Clear is a virtually invisible orthodontic treatment that delivers fast, comfortable treatment to accommodate today's image-conscious adults and teens.

“With Damon Clear brackets for the lower arch, I can now offer patients a treatment plan that is both effective and discrete,” said, Dr. Seligman, orthodontist. “With the exceptional strength and durability synonymous with the Damon System, Damon Clear delivers precision results while offering patients—particularly adults—an alternative to traditional metal braces.”

The Damon Clear lower brackets, available for lower 3-3 anterior teeth, follow the same core design as the original Damon Clear brackets used to facilitate upper arch movement and are manufactured with identical products for a uniform, visually appealing treatment solution. Damon Clear braces, optimized for bond strength and opening/closing forces, are resistant to staining and allow wires to move within the brackets.

“We’ve seen an increased demand for orthodontic treatment that is visually pleasing, effective and comfortable. With Damon Clear, now available for lower and upper arch treatment, we’re able offer today’s patients virtually invisible braces that move teeth quickly and are clinically proven to be more comfortable than traditional braces,” said Vicente Reynal, president at Ormco. “Additionally, Damon Clear is suitable for numerous patient cases, including patients with crowding, flat profiles, open bites and patients in need of crossbite correction and arch development.”

The Damon System is an orthodontic treatment that uses low-friction passive self-ligating brackets, hi-tech light-force archwires and minimally invasive protocols for remarkable patient results. This clinically proven treatment approach works to facilitate healthy tooth movement while providing orthodontists with complete control.

(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/DamonSystemBraces](https://www.facebook.com/DamonSystemBraces), or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

About Ormco

For more than 50 years, Ormco Corporation has provided innovative products and services that help orthodontists deliver exceptional clinical results in the least amount of time and with the greatest patient comfort. Among the company's many innovations are a number of notable "firsts," including direct bonding, rhomboid and computer-aided design (CAD) brackets, Copper Ni-Ti® wires, TMA™ beta titanium wires, and Damon® Clear™, the most aesthetic passive self-ligating bracket on the market. The company also is a pioneer in 3-D digital orthodontics with Insignia™ advanced smile design, an integrated system of customized appliances and software. Ormco is a subsidiary of Sybron Dental Specialties, Inc., a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession. For more information, visit www.ormco.com.

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