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## **ORMCO SHOWCASES NEW AESTHETIC TREATMENT SOLUTIONS AT 2016 AAO ANNUAL SESSION**

*Variety of Aesthetic Treatment Options from Ormco|AOA Lab Help Orthodontists Create Beautiful Results that Last*

**ORLANDO (April 29, 2016)**—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, is showcasing a variety of new aesthetic treatment solutions at the 2016 AAO Annual Session. From aesthetic fixed appliances to clear retainers, the company offers a diverse product portfolio designed to help orthodontists cater to the growing number of esthetically-minded patients both in and out of treatment. New at the AAO Annual Session, Ormco has unveiled the Alias™ Lingual Bracket System, Damon™ Clear2 brackets that are now available in variable torques (U3-3), Damon™ Single Patient Kits, and the Prezurv™ aesthetic retainer system by AOA Lab.

“Our mission at this year’s AAO is to help attendees discover the value of aesthetics without compromise,” said Patrik Eriksson, president of Ormco. “The orthodontic industry has witnessed a significant increase in the demand for aesthetic and effective treatment choices, and Ormco|AOA Lab is focused on supporting the orthodontists’ ability to cater to this shift with a lineup of multiple solutions. In addition to our aesthetic fixed appliances to create beautiful results, this year we’re also addressing patient retention with Ormco’s new and proprietary Prezurv retainer system.”

AAO attendees are invited to stop by Ormco Booth #1021 at AAO for hands-on product demonstrations and tutorials. Ormco’s newest aesthetic portfolio and practice marketing support for doctors include:

### **Alias Lingual Bracket System**

New to Ormco’s aesthetics portfolio, the Alias Lingual Bracket System is the first self-ligating, square slot, lingual appliance. Developed through collaboration with world-renowned lingual leaders, Drs. Kyoto Takemoto and Giuseppe Scuzzo, Alias combines the efficiency of straight wire mechanics with a patented square slot to simplify treatment and improve torque and rotational control. Alias’ unique square slot allows for optimized movement and the small interbracket distances make the aligning stage easier. While also offering a bracket that is easier to bond, especially on small, maloccluded incisors, Alias encompasses the design features that make lingual orthodontics easier and more efficient. Ormco’s Alias Lingual Bracket System is designed for lingual users and incorporates convenient indirect bonding set ups provided by AOA Lab.

### **Damon Clear2**

With a completely clear body and door that is resistant to staining, Damon Clear2 brackets, now available in variable torques (U3-3), provide the control and performance needed to treat a wide range of cases with exceptional results. Eliminating the need for elastomerics which may stain and collect bacteria, the self-ligating bracket design with innovative SpinTek™ slide ensures quick and comfortable wire changes. Damon Clear is also available with **Insignia™ Advanced Smile Design™**, providing patients with a customized discrete treatment experience. Additionally, doctors now have the option to purchase

new Damon™ Single Patient Kits—available in 10 different options for Damon Clear2 and Damon™ Q in patient-appealing packaging.

### **Bethany Hamilton Damon™ Smile Emoji Keyboard**

To help Damon Doctors enhance patient education and engagement, Ormco has released the [Bethany Hamilton Damon™ Smile Emoji](#) keyboard, comprised of 21 unique emojis that can be shared using popular messaging apps, including iMessage, Facebook Messenger, WhatsApp and more. From winking smiley faces with braces to getting a thumbs up from Bethany, the Damon Braces inspired emojis are part of the new Damon “Embrace Your Smile” PR campaign that celebrates self-confidence, encourages patients to take pride in their unique qualities and embrace the positive impact of orthodontic treatment with braces. AAO attendees can download the new keyboard for free via [Apple iTunes](#) and the [Google Play](#) store and visit the Ormco booth for emoji-branded buttons and keychains.

### **Prezurv**

The newest innovation from Ormco|AOA Lab, the Prezurv retainer system provides retention for finished orthodontic cases or a patient’s current occlusion using a proprietary material. While many retainers fatigue, discolor and begin to lose shape due to extended wear, the durable Prezurv system provides four sets of retainers—one every three months—to ensure patient’s teeth stay in their optimal position. In addition to these benefits, Prezurv addresses the concern over lost or broken retainers by having multiple retainers available to the patient at one time. With Prezurv, doctors can enhance practice growth opportunities and address the growing interest of lifetime retention. The system can be ordered in one, two or three year prescriptions and is also available as a single arch option.

To learn more about Ormco, visit [www.ormco.com](http://www.ormco.com). Connect with Ormco on Facebook at [www.facebook.com/myormco](https://www.facebook.com/myormco), or Twitter at [@Ormco](https://twitter.com/Ormco).

### **About Ormco**

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini Diamond to self-ligating appliances with the Damon™ System. 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](http://Ormco) website.

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