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**ORMCO CORPORATION TO SHOWCASE ‘MY SMILE CONSULT™’ AND MORE
AT 2015 AAO ANNUAL SESSION**

Stop by Ormco Booth #1119 for Hands-On Technology Demos, Educational Sessions, and an Exclusive Sneak Peek of a Leading Orthodontic Manufacturer’s New Lingual Bracket System

ORANGE, Calif. (May 11, 2015)—At the 2015 American Association of Orthodontists (AAO) Annual Session, [Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, will showcase a number of solutions and tools designed to help orthodontists streamline treatment and grow their practices. Attendees are invited to visit the company’s booth (#1119) to experience the debut of *My Smile Consult™*, learn from industry experts, experience the latest Damon™ System offerings, receive hands-on Ormco Custom digital workflow demonstrations, and more.

“From dramatically streamlining practice workflow and decreasing treatment times to enhancing communication with patient prospects, Ormco strives to deliver products and tools that have a meaningful impact on today’s orthodontic office,” said Ormco President Patrik Eriksson. “Our AAO Annual Session lineup demonstrates this commitment as attendees will have the opportunity to see firsthand the many innovations we have brought to market that improve the orthodontic experience for both patients and practitioners. As an industry leader, ready to meet the demands of today’s patients seeking aesthetic treatment options, we are also thrilled to provide an exclusive look at our new straight-wire lingual bracket system.”

The [AAO 2015 Annual Session](#), taking place at San Francisco’s Moscone Center, May 15 -19, welcomes orthodontic professionals around the globe and aims to enhance their practices through learning opportunities and exhibits. Below is a list of the products, tools and educational sessions that will be featured at Ormco booth #1119.

- **My Smile Consult**—the industry’s latest consultation tool enables doctors and staff to efficiently and effectively present the benefits of orthodontic treatment and the Damon™ System, before, during and after the consultation. Receive an in-booth demonstration and register your practice for the powerful new tool at the Ormco booth
- **In-Booth Lectures and One-on-One Discussions**—network, share best practices, speak candidly with, and learn from industry experts. Lecturers and one-on-one session clinicians include Drs. Mark Coreil, Bill Dischinger, Terry Dischinger, Stuart Frost, John Graham, Jeff Kozlowski and Sonia Palleck. The daily schedule is as follows:

(more)

- Saturday, May 16 -Monday, May 18
 - One-on-one sessions with leading clinicians: 11:00 a.m. – 3:00 p.m. PT
 - Clinical/practice management in-booth lectures: 11:15 a.m. – 1:15 p.m. PT
- **Damon™ Clear**—to meet the needs of today’s image-conscious adults and teens, Damon Clear passive-self ligating brackets will be on display. Damon™ Clear2 brackets feature a new ultra-precision slot that provides two times the rotational control* for meticulous finishing and efficient treatment
- **Ormco Custom**—stop-by the booth for a guided tour of Ormco Custom to see how digital practice optimization—made possible through the combined solutions of Lythos™, Insignia™ and AOA integrated custom lab services—can increase efficiencies for greater practice profitability
- **AOA Lab** —during the Annual Session, get to know the AOA Lab team and learn more about AOA Access, AdvanSync™2, and AOA’s extensive line of custom built appliances
- **Practice Marketing**—for attendees looking for practice marketing support, speak with Ormco team members about consumer websites for the Damon System, Insignia and Inspire ICE™, which educate consumers on the benefits of treatment and drive prospects to providers via custom Doctor Locator search tools. Ormco also offers a complete range of online marketing and education resources, including lobby/website videos, consultation presentations, patient photography and more
- **Ormco Lifetime Rewards**—learn more about the unique rewards program that allows members to earn points towards free CE course tuition and products
- **New Lingual Bracket System**—get a first look at Ormco’s new lingual straight-wire bracket system—the world’s first self-ligating square slot bracket

For more information on Ormco and its upcoming industry events, visit www.ormco.com. Media interested in speaking with a company spokesperson at the AAO Annual Session should contact Robin Wilson at 619-234-0345 or ormco@formulapr.com. Connect with Ormco on Facebook at facebook.com/myormco, or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

**As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets.*

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-Twin™ 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 website.

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