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**ORMCO UNVEILS 'DAMON® SMILE' AS THE NEW CONSUMER IDENTITY
FOR THE DAMON® SYSTEM**

New Branding to Help Orthodontists Better Connect with Consumers and Capitalize on the Growing Patient Demand for Faster, Aesthetically-Pleasing Orthodontic Treatment

ORANGE, Calif. (May 15, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today introduced Damon® Smile, the new consumer-facing name for the company's flagship product, the Damon® System. The rebranding approach is part of Ormco's mission to help orthodontists achieve their clinical and practice management objectives, as the new name enhances the consumer appeal of the Damon System and aids with increasing patient starts.

"Ormco is committed to driving more patients into our customers' doors—the new Damon Smile branding further advances our efforts to elevate consumer awareness around the remarkable advantages of orthodontic treatment with the same clinically-proven Damon System," said Vicente Reynal, president of Ormco. "The word smile is not only relatable, it builds an emotional connection among patients and we're confident our doctors will be able to capitalize on this connection when integrating the Damon Smile brand into their consultation and practice marketing strategies."

An independent study found that the new Damon Smile name is more consumer-friendly and encourages prospective patients to think more about improving their smiles. With the launch of Damon Smile, Ormco will be rolling out an aggressive consumer education campaign, which involves dedicated public relations programs, to drive prospective patients to Damon Doctor offices. Exclusive to Ormco customers, Damon Smile assets, including a new lobby video, will be available through the company's online practice marketing resource, www.marketing.ormco.com.

The Damon System is an orthodontic treatment that uses low-friction passive self-ligating brackets, high-tech light-force archwires and minimally invasive protocols for remarkable patient results. Damon Clear™ is a virtually invisible option—ideal for today's image-conscious adults and teens—that offers clear brackets for the upper and lower arches. More than three million patients have received orthodontic treatment with the Damon System.

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).

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About Ormco

Ormco is dedicated to manufacturing innovative products that improve the clinician's opportunity to achieve excellent results in the least amount of time, in the fewest number of appointments, and with the greatest patient comfort. Distinguished products range from legacy twins Titanium Orthos™ and Mini-Twin™ to self-ligation with the Damon® System and new active Prodigy™ SL as well as Insignia™ Advanced Smile Design, a combination of 3-D software and an expansive menu of customized treatment options ranging from aligners, such as Insignia Clearguide™ Express, to fixed appliances. 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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