



**MEDIA CONTACT:**

Havas Formula  
619-234-0345  
[ormco@havasformula.com](mailto:ormco@havasformula.com)

**Ormco's Bethany Hamilton Damon™ Smile Emoji Keyboard  
Recognized by 2017 Internet Advertising Competition, 2016 MobileWebAwards and 2016  
Mobile Excellence Awards**

*Interactive Mobile Keyboard Awarded for Inspiring Positive Conversations in Teens and Adults  
Undergoing Orthodontic Treatment*

**ORANGE, Calif. (July 13, 2017)**—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, announced that its [Bethany Hamilton Damon™ Smile Emoji Keyboard](#) won Best Family Mobile Application in the [2017 Internet Advertising Competition](#), Best of Show Mobile Application and Best Mobile Application in the [2016 MobileWebAwards](#), and Best Kids Content for Mobile by the [2016 Mobile Excellence Awards](#) (MEAs)—a category Ormco won amidst strong competition from Samsung Kids and Fingerprint. The keyboard is the first app that supports teens and adults undergoing orthodontic treatment by leveraging the power of mobile messaging apps to enhance the power of self-confidence.

The Internet Advertising Competition recognizes the best in online advertising; now in its fifth year, the MobileWebAwards program is hosted by the Web Marketing Association and honors the best mobile websites, responsive websites and mobile apps. Lastly, the MEAs, which are considered the “Oscars of Mobile,” recognize innovation and leadership in mobile entertainment, lifestyle and technology.

“Since the Bethany Hamilton Damon Smile emoji keyboard debuted, we’ve received overwhelming support and praise from both our doctor and patient communities. The industry recognition from these latest awards is a great honor,” said Patrik Eriksson, president of Ormco. “We hope that the Damon-inspired emoji will not only continue to spark positive discussions about the life-changing benefits of orthodontic treatment, but also reach new patients in an interactive, exciting way via mobile technology.”

Released in 2016, Ormco developed the Bethany Hamilton Damon Smile emoji keyboard so that people everywhere felt empowered to celebrate and embrace what makes them unique. Designed in collaboration with Bethany Hamilton, *Soul Surfer* and former Damon System braces patient, the keyboard encourages fans to embrace the power of their smile, and is comprised of 26 emoji 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 emoji encourage consumers to celebrate their individuality and the positive impact of orthodontic treatment. To date, more than 5,000 people have used the Bethany Hamilton Damon Smile emoji keyboard to spark enlightened conversations and self-confidence. The keyboard can be downloaded for free via the [Apple iTunes](#) or [Google Play](#) store.

Unlike traditional braces, Damon System braces are “tie-less.” Without elastic ties that require tightening, Damon Braces allow teeth to move more freely, efficiently and with more comfort. The elimination of elastic ties, which are known to collect bacteria, also makes it easier to keep the braces clean, promoting better oral hygiene throughout treatment. Another key benefit, with Damon Braces orthodontists can provide high-quality results that may also enhance overall facial aesthetics. Available in a virtually invisible option, [Damon™ Clear](#) braces are a discreet choice for patients seeking aesthetic treatment.

The Internet Advertising Competition highlights the best online advertising in 96 industries and nine online formats including, online ad, video, mobile, newsletter, email and social media.

The MobileWebAward Competition is open to all organizations and individuals involved in the process of developing web sites for organizations, companies and governments. Recognizing mobile website design, responsive websites and mobile app development across 96 industries, nominees are evaluated by a number of independent expert judges from around the world.

The Mobile Excellence Awards, now in its ninth year, saw more than 1,000 entries to this year’s program, with high caliber submissions from studios, brands, content providers, start-ups, carriers and more. The organization takes pride in recognizing both rising stars and established leaders at the top of their game, and is sponsored in part by global companies such as Intel, the El Rey Network and others.

To learn more about Damon System braces and the Bethany Hamilton Damon Smile emoji keyboard visit [www.damonbraces.com](http://www.damonbraces.com). To find a qualified Damon orthodontist in your area, visit the Damon Doctor Locator at <http://damonbraces.com/locator>.

Media interested in speaking with an Ormco spokesperson should contact Leigh Sherwood at 619-234-0345 or [ormco@havasformula.com](mailto:ormco@havasformula.com). Connect on Facebook at [www.facebook.com/myormco](http://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 to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Inspire ICE™, Titanium Orthos™ and Mini Diamond™ to self-ligating appliances with the Damon™ System, including Damon Clear 2, and the Alias™ lingual straightwire 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 Ormco at [www.ormco.com](http://www.ormco.com) or call us at 800-854-1741.

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