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## Ormco Announces Expanded Prescription Availability for Inspire™ ICE

*Crystal Clear, Virtually Invisible Brackets Now Available In All Popular Prescriptions, Including McLaughlin Bennett Trevisi Rx*

**ORANGE, Calif. (Aug. 10, 2017)**—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced [Inspire™ ICE](#) is now available in all popular prescriptions, including the newly released McLaughlin Bennett Trevisi prescription. Clear and virtually invisible, Inspire ICE has been proven to perform with two times the tie-wing strength and three times more torque strength than the leading polycrystalline competitor.<sup>1</sup> With the introduction of additional Inspire ICE prescriptions, doctors now have expanded access to a clear, uniquely strong, true-twin bracket that provides maximum clinical efficiency, flexibility and patient satisfaction.

“Over the years, doctor demand and consumer preference has revealed the industry’s need for a treatment solution that is both clinically advanced and also aesthetic,” said Patrik Eriksson, president of Ormco. “With its crystal clear appearance, Ormco’s Inspire ICE twin brackets enable orthodontists to better meet patients’ desire for an aesthetically-pleasing treatment option, while also arming doctors with the clinical efficiency, flexibility and strength they need to get the most out of their treatment mechanics. The expanded prescription allows us to support clinicians globally, and accommodate all popular twin prescription preferences.”

Ormco’s Inspire ICE brackets are made of monocrystalline for a crystal-clear appearance that blends in with patients’ natural enamel, regardless of shade. The material, combined with a proprietary heat-treating process provides a beautiful, smooth sapphire finish and creates a bracket that has been optimized for performance. Regardless of case complexity, Inspire ICE allows doctors to treat patients efficiently with the effectiveness and quality of care that can’t be achieved with aligners. For patients, the small, low profile bracket is a discreet treatment option that is designed for comfort and treatment time efficiency.

Inspire ICE boasts a variety of additional clinical features, including:

- **Easy, consistent debonding**—Inspire Ice utilizes Ormco’s proprietary ball-base design, which reduces the force required to debond for safe, easier single piece removal.<sup>2</sup>
- **Enhanced sliding mechanics**—With an ultra-smooth heat polished surface and rounded contours, Inspire ICE enables easy wire insertion and less frictional resistance. The true twin bracket also has ample area under tie-wings for easy ligation.

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<sup>1</sup> Compared to leading competitor. Data on file.

<sup>2</sup> Suliman, Sam N.; Trojan, Terry M.; Tantbirojn, Daranee; Versluis, Antheunis. “Enamel loss following ceramic bracket debonding: A quantitative analysis in vitro.” *Angle Orthodontist*, Vol 85, No 4, 2015 pp. 651-656.

- **Fast, accurate placement**—Tooth-specific pad contours and rhomboid shape allows for fast, accurate placement. Additionally, Ormco's proprietary Face-Paint™ system is designed to facilitate bracket placement as well as identification.
- **Optimal patient comfort**—Manufactured with a proprietary heat treating and tumbling process, Inspire ICE boasts smooth surfaces and rounded contours for maximum patient comfort.

To learn more about Inspire ICE, please visit [www.ormco.com/products/inspire-ice](http://www.ormco.com/products/inspire-ice) or connect with Ormco at the upcoming Fall Shows.

Media interested in speaking with an Ormco spokesperson should contact Havas Formula 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).

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### **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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