



****MEDIA ADVISORY****

**FORMER DAMON™ SYSTEM PATIENT BETHANY HAMILTON COMPETES
ON 'THE AMAZING RACE'**

Season 25 of CBS' Emmy-Award Winning Television Program to Debut on Friday, Sept. 26

ORANGE, Calif. (Sept. 9, 2014)—[Ormco™ Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, has shared that former [Damon™ System](#) patient, *Soul Surfer* Bethany Hamilton, will be competing on CBS' *The Amazing Race*. The Damon System ambassador and her husband, Adam Dirks, will race against 11 teams on the reality program that showcases a captivating trek around the world.

Known for triumphantly overcoming a horrific shark attack, Bethany was treated with the Damon System at age 14 to address a severe underbite with significant crowding and a narrow arch. Since relying on the progressive orthodontic system, Bethany's "Damon Smile" has helped her gain confidence and determination to successfully overcome many challenges, including a fighting return to the professional surfing circuit. Most recently, she claimed a championship title at the 2014 Surf N Sea Pipeline Pro competition. Between her surfing triumphs and the bestselling autobiography and major motion picture *Soul Surfer*, Bethany has been a source of inspiration to millions.

"The Damon System not only improved my smile, it boosted my confidence, giving me the willpower to experience new adventures, including my latest journey with *The Amazing Race*," said Bethany. "The power of a beautiful smile should never be underestimated and I couldn't be more excited to share mine with the millions of viewers that watch this incredible competition."

In its 25th season, *The Amazing Race* has aired in the US since 2001, earning 14 Primetime Emmy Awards. Last season's first episode generated nearly eight million viewers. Enhancing the patient appeal of the Damon System, Ormco encourages doctors to capitalize on Bethany's appearance to raise more awareness for their practice.

"From Damon Forum keynotes to in-office consumer campaigns, Ormco, along with many doctors, have been fortunate to witness Bethany's positive attitude, determination—and beautiful smile—firsthand," said Patrik Eriksson, president at Ormco. "We are eager to watch her *Amazing Race* voyage and encourage doctors to recognize the show as an opportunity to attract more patients. Promoting Bethany's positive Damon System treatment experience is a true testament to the life changing results advanced orthodontic solutions can offer."

Ormco's marketing portal for doctors, marketing.ormco.com, features a variety of Bethany Hamilton-themed practice marketing materials designed to help orthodontic offices drive patient leads. Among the assets are a Bethany Hamilton lobby video, fact sheet, creative assets for the Web and more.

(more)

The Amazing Race premieres Friday, Sept. 26, 2014 at 8 p.m. ET/PT on CBS Television Network.

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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 its customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon™ System and Damon™ Clear. Ormco™ Custom, an end-to-end digital suite of products and services, is a solution offered to give clinicians the benefits of both personalization and profitability. Ormco Custom includes Insignia™ Advanced Smile Design™, Lythos™ Digital Impressions Scanner and the integration of AOA Lab services. 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.com) website.

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