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## **‘Soul Surfer’ Bethany Hamilton and Damon™ System Braces Announce Winners of Emoji Keyboard Contest**

*Five Fan-Designed Emoji Stickers, Encouraging People Everywhere to Embrace Their Smiles, Added to the Bethany Hamilton Damon Smile Mobile Keyboard*

**ORANGE, Calif. (September 19, 2016)**—Today, *Soul Surfer* and former Damon™ System braces patient Bethany Hamilton and the manufacturer of [Damon System](#) braces announced the winners of a nationwide search for fan-created emoji designs to add to the [Bethany Hamilton Damon™ Smile Emoji](#) keyboard. Earlier this year, Damon Braces and Bethany opened the contest by inviting consumers to embrace their creativity and submit unique emoji designs for a chance to have them featured on the newest version of the keyboard, now available. Of the hundreds of submissions received, the emoji creations were judged and hand-selected by Bethany herself. From a smiling mermaid with braces, to Bethany embracing a shark, and inspirational quotes, the five new emojis aim to inspire confidence and the power of a healthy, beautiful smile, whether in or out of orthodontic treatment. In addition to having their designs added to the keyboard, winners received a prize pack that included an autographed skateboard deck from Bethany.

“I had so much fun reviewing the emoji entries and was impressed with all of the creative, detailed designs that people from across the country submitted,” said Bethany. “Just as Damon Braces helped me gain confidence when I needed it the most, I hope that my fans continue to embrace what makes them unique and special. I love being an emoji and with the newest additions to the Damon-inspired keyboard, it’s even more fun to send and share stickers that encourage confidence in every aspect of life.”

Earlier in 2016, Bethany and Damon Braces launched the interactive emoji keyboard as a way to celebrate self-confidence, encourage consumers to take pride in their unique qualities, and embrace the positive impact of orthodontic treatment with braces. Now comprised of 26 unique emojis that can be shared using popular messaging apps, including iMessage, Facebook Messenger, WhatsApp and more, the keyboard can be downloaded for free via the [Apple iTunes](#) or [Google Play](#) store.

“From Damon Braces patients and orthodontists to devout fans of Bethany, the Damon-inspired emoji keyboard continues to help educate people on the impactful benefits of orthodontic treatment and take pride in their smile journey,” said Patrik Eriksson, president of Ormco Corporation, the company that manufactures Damon Braces. “Here at Ormco, we are committed to fostering initiatives that help educate consumers on the value of orthodontic care and spark conversations between Damon Doctors and their patients. We enjoyed seeing so many fans submit ideas to our emoji contest, and look forward to introducing the refreshed keyboard to further inspire confidence among people of all ages.”

Different than traditional braces, Damon Braces are “tie-less” and allow teeth to move more freely, efficiently and comfortably. Without elastic ties—which often collect bacteria—patients are able to more easily keep

their Damon Braces clean, for better oral hygiene throughout treatment. Damon Braces enable qualified orthodontists to provide high-quality results that can also enhance overall facial aesthetics. For individuals seeking discreet treatment, [Damon™ Clear](#) braces are a virtually invisible option. Unlike clear aligners, Damon Clear braces work 24/7 to efficiently straighten teeth, can treat any patient—even severe cases—and can be worn while eating and drinking.

To learn more about Damon Braces and the Bethany Hamilton Damon Smile Emoji keyboard visit [damonbraces.com](#). To find a qualified Damon orthodontist in your area, visit the Damon Doctor Locator at [damonbraces.com/locator](#).

### **About Damon System Braces**

Damon Braces are manufactured and distributed worldwide by Ormco Corporation. For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of orthodontists and their patients. For more information, visit the [Ormco website](#).

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