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**MAKERS OF THE DAMON[®] SYSTEM INVITE CONSUMERS TO CELEBRATE
NATIONAL ORTHODONTIC HEALTH MONTH BY PLEDGING TO 'ALWAYS SMILE'**

*Company Behind Advanced Orthodontic Treatment Will Donate One Dollar to the Smile for a Lifetime
Foundation for Every Pledge Received*

ORANGE, Calif. (Oct. 3, 2012)—The innovators of the [Damon[®] System](#)—a progressive orthodontic treatment used to improve smiles—are celebrating National Orthodontic Health Month in October by spreading awareness of the value of a healthy, beautiful smile. During October, consumers are invited to visit www.damonbraces.com/promo/s4l-pledge and take the pledge to “Always Smile.” For every pledge received, Ormco, the company that manufactures the Damon System, will donate one dollar to the [Smile for a Lifetime Foundation](#) (S4L), a nonprofit organization that provides orthodontic care and free braces to underserved children with financial challenges and orthodontic needs.

“With millions of Americans interested in improving their smiles, Orthodontic Health Month is the perfect opportunity to promote the difference a straight smile can make in a person’s confidence, health and life,” said Vicente Reynal, president of Ormco. “Smiles bring value to life experiences and with advanced solutions like Ormco’s [Damon[®] System](#) that offers virtually invisible, comfortable and fast treatment, image-conscious adults, teens and kids can quickly achieve a new, beautiful smile.”

The Damon System has treated more than three million patients worldwide. Available in a virtually invisible [Damon Clear™](#) option, the orthodontic treatment uses low-friction passive self-ligating brackets, hi-tech light-force archwires and minimally invasive protocols for remarkable patient results. Ormco also offers [Insignia™](#), an advanced digital treatment solution that utilizes a combination of powerful 3-D treatment planning software and customized appliances, enabling orthodontists to provide faster treatment and more predictable results compared with traditional braces.

Those interested in taking the smile pledge should click [here](#). Ormco will donate one dollar for the first 1,500 pledges received.

Media interested in speaking with a Damon System spokesperson can contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Receive Damon System and Insignia updates on Facebook at Facebook.com/DamonSystemBraces and Facebook.com/InsigniaSmile, or Twitter at [@DamonBraces](https://Twitter.com/DamonBraces).

About Ormco

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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. 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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