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ORMCO RELEASES ONLINE TOOLKIT TO HELP CLINICIANS CELEBRATE NATIONAL ORTHODONTIC HEALTH MONTH

Leading Orthodontic Manufacturer Provides Clinicians with Assets to Leverage Industry Month and Hosts Philanthropic Pledge to Benefit Smile for a Lifetime Foundation

ORANGE, Calif. (Oct. 9, 2013)—To celebrate National Orthodontic Health Month in October, [Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, has announced availability of a celebratory online practice marketing kit that provides clinicians with assets and ideas to promote National Orthodontic Health Month within their practices. The prepackaged doctor eKit, provided exclusively to Ormco clinicians, features a variety of resources including: a patient tip sheet for ensuring a healthy smile during National Orthodontic Health Month, in-office tip sheet displaying recommended Halloween candy, a guide for conducting an in-office pumpkin carving contest, and other flyers designed to help practices engage with patients and spread awareness about the importance of orthodontic health. Ormco doctors can download the eKit at the marketing.ormco.com portal, starting on Friday, Oct. 11, 2013.

“October marks a month dedicated to our profession and we encourage Ormco clinicians to use National Orthodontic Health Month as a platform to further educate patients about advanced treatment technologies and host activities that will help bring visibility to their practice,” said Vicente Reynal, president of Ormco. “Our downloadable eKit provides a simple way to create a fun, celebratory practice environment for current and prospective patients, while also sharing patient-focused tips for ensuring a beautiful, healthy smile.”

In further celebration of National Orthodontic Health Month, Ormco has teamed up with Damon® System endorser and *Soul Surfer* Bethany Hamilton to launch a consumer campaign urging teens and adults to visit <http://www.damonbraces.com/promo/s4l-pledge/> and take the pledge to “Always Smile.” For every online pledge, Ormco will donate one dollar to the [Smile for a Lifetime Foundation](#)—a nonprofit organization that provides orthodontic care and free braces to underserved children with financial challenges and orthodontic needs—up to \$1,500. All who pledge will also be automatically entered to win a one-on-one Skype chat with Hamilton. A patient flyer promoting the campaign can be found in Ormco’s National Orthodontic Health Month eKit.

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

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 Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. 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 the [Ormco](#) website.

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