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**‘SOUL SURFER’ BETHANY HAMILTON ENDORSES THE DAMON® SYSTEM  
TO PROMOTE FAST, COMFORTABLE ORTHODONTIC TREATMENT**

*Inspirational Pro Surfer to Serve as Treatment Spokesperson,  
Encourages Others to Smile through Adversity*

ORANGE, Calif. (Oct. 10, 2011)—In honor of National Orthodontics Health Month, [Ormco Corporation](#), the makers of the [Damon® System](#), an orthodontic treatment that combines patented “tieless” braces with advanced memory wire, today announced professional surfer Bethany Hamilton has signed on as the company’s official endorser. Hamilton relied on the transformative Damon System to quickly and comfortably improve the health and beauty of her smile. Known for triumphantly overcoming a horrific shark attack, Hamilton has partnered with Ormco to promote the Damon System and encourage teens, children and adults of all ages to smile through adversity, regardless of the challenges life throws their way.

“Smiles are a blessing and an infectious tool for spreading happiness and bringing joy to others,” said Hamilton. “The Damon System transformed my smile, allowing me to confidently share my story of perseverance and encourage others undergoing adversity. I’m glad to be a part of the Damon System team and I look forward to sharing the positive changes and incredible results that I experienced with this unique orthodontic treatment.”

Hamilton began orthodontic treatment at age 14 for a severe underbite with significant crowding and a narrow arch. She also had an open bite, which means there was open space between her upper and lower teeth when her jaw was closed. These types of cases are typically among the most difficult to treat and often require surgery. Hamilton relied on the Damon System instead of traditional braces for her treatment.

The light pressure used in the Damon System stimulates broad, natural arch development and typically delivers results up to 25 percent faster than traditional braces, according to clinical studies. While traditional braces require elastic ties to hold wires in place, these ties can accumulate bacteria and often require “tightening” that can hinder tooth movement and prolong treatment.

In contrast, the Damon System combines “tieless” braces with high-tech memory-shaped wires that don’t need to be “tightened.” Damon System braces are easier to keep clean, which promotes better patient hygiene throughout treatment. Additionally, treatment with the Damon System rarely requires

tooth extractions and frees patients from the use of headgear, rapid palatal expanders and other invasive appliances. The cost of treatment with the Damon System is comparable to that of traditional braces.

“Bethany is one of more than three million Damon System patients who have achieved incredible results during the last 10 years,” said Ormco Executive Vice President Matthew O’Connell. “From adults to teens, today’s healthcare consumers want fast, comfortable and [virtually invisible](#) orthodontic care. With the Damon System, orthodontists can deliver on all three of these essential patient requests while also producing a remarkable smile. As a company committed to improving smiles, we couldn’t be more honored to have Bethany join us as a brand ambassador as her positive attitude, determination and character continue to inspire countless people.”

In honor of National Orthodontic Health Month, Ormco will donate one dollar to the [Smile for a Lifetime Foundation](#) for each new “like” of the [Damon System Braces Facebook page](#) — limited to the first 5,000 people who participate through the month of October. The Smile for a Lifetime Foundation is a non-profit, charitable organization comprised of local chapters throughout the U.S. Its mission is to create self-confidence and quality orthodontic treatment for patients who may not have the opportunity to achieve a beautiful, straight smile without financial assistance. Hamilton and Ormco, makers of the Damon System, are making this joint Facebook charity event possible.

For interested media, Ormco will be hosting a webinar in early November where Hamilton’s personal story and orthodontic treatment will be discussed. To RSVP or speak with a Damon System orthodontist prior to the event, please contact Jennifer Jamall at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com).

To locate a Damon System orthodontist, please visit the [Doctor Locator](#) page on [www.DamonBraces.com](http://www.DamonBraces.com). Connect with the Damon System on Facebook at [facebook.com/DamonSystemBraces](https://facebook.com/DamonSystemBraces) or Twitter at [@Damonbraces](https://twitter.com/Damonbraces).

### **About Ormco**

For more than 50 years, Ormco Corporation has provided innovative products and services that help orthodontists deliver exceptional clinical results in the least amount of time and with the greatest patient comfort. Among the company’s many innovations are a number of notable “firsts,” including direct bonding, rhomboid and computer-aided design (CAD) brackets, Copper Ni-Ti® wires, TMA™ beta titanium wires, and Damon® Clear™, the most aesthetic passive self-ligating bracket on the market. The company also is a pioneer in 3-D digital orthodontics with Insignia™ advanced smile design, an integrated system of customized appliances and software. Ormco is a subsidiary of Sybron Dental Specialties, Inc., a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession. For more information, visit [www.ormco.com](http://www.ormco.com).

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