

CONTACT:

Robin Dwyer
Formula
619-234-0345
ormco@formulapr.com

**‘SOUL SURFER’ BETHANY HAMILTON AND MAKERS OF THE DAMON[®] SYSTEM AWARD SMILE
MAKEOVER TO DESERVING CONTEST WINNER**

Florida Resident to Receive Advanced Orthodontic Treatment

ORANGE, Calif. (Nov. 12, 2012)—The innovators of the [Damon[®] System](#)—a progressive orthodontic treatment used to improve smiles—announced that Darlene Diaz, a 23-year-old resident of Homestead, Fla., is the grand prize winner of the company’s recent smile makeover contest that was judged by *Soul Surfer* [Bethany Hamilton](#) and hosted on www.damonbraces.com. Hamilton serves as the Damon System’s celebrity endorser, as she relied on the transformative orthodontic treatment to quickly and comfortably improve the health and beauty of her smile.

Diaz was selected by Hamilton for her moving entry, which explained her ability to overcome extreme adversities after a devastating car crash that left her paralyzed at age 15. After the accident, Diaz gained independence through the use of a mouth-stick, which enables her to perform simple tasks, such as dialing a cell phone and using a computer. As the mouth-stick has caused shifts in Diaz’s teeth, the Damon System will be used to improve and straighten her smile, helping to restore her confidence. Dr. Richard C. Mariani DDS MS of [Mariani Orthodontics](#) in South Miami, Fla. will be treating Diaz.

“My treatment with the Damon System has changed my life and after reading Darlene’s entry, I was immediately moved by her story and eager to award her with a life-changing new smile,” said Hamilton. “As Darlene moves into the next chapter of her life, college, a straight, healthy smile will give her more confidence to excel—in and out of the classroom.”

Using the Damon System, Dr. Mariani, who has been in practice for nearly 30 years, will treat Diaz’s case, which involves crowding, spacing and a cross bite. Treating more than three million patients worldwide, the Damon System uses low-friction tieless self-ligating brackets, hi-tech memory shape archwires and minimally invasive protocols for remarkable results. Patients treated with the Damon System have benefitted from fast, comfortable treatment.

Jobe Dubbs, director of marketing for Ormco, the company that manufactures the Damon System, commented: “Darlene’s story touched all of us at Ormco and we look forward to watching her progression with the Damon System. Smiles are one of the first things people notice and we are hopeful our advanced treatment will give her the confident new smile she’s dreamed of achieving.”

(more)

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

About Ormco

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](https://www.ormco.com) website.

###