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**‘DAMON[®] SMILE’ DEBUTS AS THE CONSUMER IDENTITY
FOR THE DAMON[®] SYSTEM**

*Consumers Encouraged to Request Damon Smile from Orthodontists for Faster, Aesthetically-Pleasing
Orthodontic Treatment*

ORANGE, Calif. (May 15, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today introduced Damon[®] Smile, the new consumer-facing name for the company’s flagship product, the Damon[®] System. The Damon Smile rebranding better connects the progressive orthodontic treatment with its ability to transform a person’s smile in less time, with greater comfort and extraordinary results.

“The difference a straight smile can make in a person’s confidence, health and life should never be underestimated,” said Vicente Reynal, president of Ormco. “An independent study found that the new Damon Smile name encourages prospective patients to think more about improving their smiles. To everyone considering enhancing their facial appearance and correcting their teeth—young and old—there’s never been a better time to achieve a new, beautiful smile, as the Damon Smile enables orthodontists to deliver remarkable outcomes.”

Treating more than 3 million patients, the Damon Smile is an orthodontic treatment offered by thousands of orthodontists worldwide that is proven to improve smiles and provide results that go beyond straight teeth, correcting bites, smile arcs and overall facial symmetry for smoother cheek contours and enhanced profiles. [Damon Clear™](#) is a virtually invisible option—ideal for today’s image-conscious adults and teens—that offers clear brackets for the upper and lower arches.

Consumers interested in learning more about the Damon Smile should visit the online [Damon Doctor Locator](#), an easy-to-use search tool for locating a local Damon Smile provider.

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or Ormco@formulapr.com. Connect with Ormco on Facebook at facebook.com/damonsystembraces, or Twitter at [@Ormco](#) and [@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

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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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