



The Damon System is Now The Damon Smile

May 16, 2013 By [Momstart](#)

On Wednesday, May 15 at 9 a.m. ET, Ormco Corporation, a leading manufacturer and provider of advanced orthodontic technology and services, 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.



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.

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

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