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**MAKERS OF THE DAMON® SMILE WIN SILVER WEB HEALTH AWARD<sup>SM</sup> FOR REDESIGNED DAMON DOCTOR LOCATOR**

*Health Information Resource Center Recognizes Best Digital Health Resources for Consumers and Health Professionals*

ORANGE, Calif. (July 15, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced that its [Damon Doctor Locator](#) was selected as a Silver Award winner in the 15th annual [Web Health Awards<sup>SM</sup>](#) program, hosted by the Health Information Resource Center. The awards competition recognizes the nation's highest-quality digital health resources for consumers and health professionals, and this year honored Ormco's advanced web, mobile and Facebook interface that offers orthodontic treatment seeking adults and teens a convenient tool for locating Damon® Smile orthodontists.

The winning Damon Doctor Locator is a powerful, cross-platform tool that enables people seeking orthodontic treatment to easily search for and locate a Damon Smile provider in their area via the web, web-enabled devices, and Facebook. Advanced location detection technology presents precise search results without the need to input an address or postal zip code and enables individuals looking for treatment to quickly and easily identify a number of expert Damon Smile clinicians within miles from their location. For added convenience, search results and doctor content can be shared via email, Twitter, or Facebook using social sharing buttons.

"We've worked hard to integrate cutting-edge technology into the latest evolution of our Damon Doctor Locator which helps new patients discover Damon Smile practices with ease and efficiency through a streamlined, user-friendly search portal," said Vicente Reynal, president of Ormco. "We are honored to be selected as a winner in this year's winter/spring 2013 Web Health Awards competition and hope the Damon Doctor Locator helps patients debating treatment take the next step to invest in a beautiful, healthy smile."

(more)

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The Damon Smile is an orthodontic treatment, offered by thousands of orthodontists worldwide. Damon Smile braces are proven to improve smiles by correcting bites, smile arcs and overall facial symmetry for smoother cheek contours and enhanced profiles. [Damon Clear™](#) is a virtually invisible option—ideal for image-conscious adults and teens—that offers clear brackets for the upper and lower arches.

“We congratulate the whole Ormco team for their winning entry. The Damon Doctor Locator was chosen from nearly 600 entries judged by a panel of distinguished experts in the digital health media field,” said Chris Behrend, program director at the Web Health Awards.

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com). Connect on Facebook at [www.facebook.com/DamonSystemBraces](http://www.facebook.com/DamonSystemBraces), or Twitter at [@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.

### **About The Web Health Awards**

The Web Health Awards<sup>SM</sup> program is organized by the Health Information Resource Center<sup>SM</sup> (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs include the 20th annual National Health Information Awards<sup>SM</sup>, ([healthawards.com](http://healthawards.com)) which annually recognizes the nation’s best consumer health programs and materials (for non-digital resources), and two national “Fitness Day” events: The 12th annual National Women’s Health & Fitness Day® ([fitnessday.com/women](http://fitnessday.com/women)) and the 17th annual Family Health & Fitness Day USA® ([fitnessday.com/family](http://fitnessday.com/family)).

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