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NEW INSIGNIA™ CUSTOM ORTHODONTICS CREATES BEAUTIFUL SMILES QUICKLY AND COMFORTABLY

Advanced 3D Smile Design Technology Helps Deliver Precision-Guided Results with Braces Custom-Designed for Each Patient; Allows Patients to Preview New Smile Before Treatment

ORANGE, CA – (DATE) – Patients with less-than-perfect teeth can now take advantage of advanced 3D technology and custom-designed appliances to quickly and comfortably create a beautiful smile tailored for each patient’s unique features.

Introducing Insignia™—a computerized digital orthodontic system that delivers precise and predictable results based on the unique facial structure and dental anatomy of each patient. Using 3D imaging technology, Insignia’s *advanced smile design*™ system even allows patients to see a preview of the final results before treatment begins.

By employing an integrated software and custom-manufactured bracket system, Insignia helps orthodontists deliver a quick and convenient course of treatment in fewer office visits. The completely customized solution includes brackets and wires designed specifically for each patient to improve comfort, reduce wire adjustments and speed treatment time. A computer-generated 3D bracket placement guide, also designed specifically for each patient, helps orthodontists ensure the most precise placement of brackets to optimize the efficiency and speed of treatment.

“Because everything is custom-made for each patient, Insignia means fewer office visits and perfectly aligned teeth in treatment periods that were unheard of just a few years ago,” noted Jeff Kozlowski, DDS. “Insignia allows me to provide my patients with a better end result with fewer appointments and a shorter overall treatment time. That makes my patients very happy.”

To create a treatment plan, the orthodontist first takes an impression of the patient’s mouth, which is scanned and converted into a 3D image. Insignia’s exclusive CAD (Computer Aided Design) software then uses advanced algorithms to determine the best possible outcome based on the patient’s unique dental structure. A digital model is created to allow the patient and doctor to view their predicted outcome prior to initiating treatment. The doctor is able to make

changes to the treatment plan as needed, including any adjustments for smile arc enhancement and arch development.

Once the plan is approved by the doctor, custom brackets and wires are manufactured specifically for the patient's unique dental anatomy to move the teeth precisely into the desired position. The doctor has the ability to provide aesthetic options based on patient preference.

"Insignia represents one of the most innovative technological advances in the orthodontics industry in the past 20 years," said Craig Andreiko, Director of Advanced Projects atOrmco Corp., which manufactures the Insignia system. "Doctors and patients no longer need to accept a one-size-fits-all approach to straight teeth. With Insignia's custom-designed system, orthodontists can achieve accurate and individualized results to ensure greater satisfaction for their patients."

To learn more about Insignia or to locate the closest orthodontist offering the system, call 800-854-1741 or visit www.ormco.com.

About Ormco Corporation:

For more than 45 years, Ormco 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. The company 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, www.sybrondental.com, or call 800.854.1741.

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