New Bracket Jacketz™ site allows kids to design and e-mail their smile

LAS VEGAS - Bracket Jacketz, the company that invented fun and colorful interchangeable clips for braces so kids could individualize their smile, launched a new Web site – bracketjacketz.com – that allows kids to see how their smile would look with Bracket Jacketz and then e-mail the design to a friend. The site also provides information to orthodontists about the features and benefits of Bracket Jacketz to order the groundbreaking product.

“We’re thrilled about the launch of our new Web site, which was designed to be fun and informational for both kids and orthodontists,” said Arnold Gold, President of Bracket Jacketz. “Kids will really like the “Design Your Own Smile” feature and the ability to e-mail their new look to friends, while doctors will appreciate the information about Bracket Jacketz’ benefits to orthodontic treatment.”

In the “Design Your Own Smile” feature, kids can click and drag Bracket Jacketz design clips onto a virtual mouth with braces and see how Bracket Jacketz can transform their “metal mouth” into a fashion statement. In this feature, kids can choose from the 25 different Bracket Jacketz designs, which feature alphabetical letters and popular symbols, and then try the designs on either clear or colored clips. After they have created their new look, kids can e-mail their design to friends for peer feedback.

"Design Your Own Smile' really is a great way for kids to see why Bracket Jacketz are the hottest accessory for braces," Gold said. “Until Bracket Jacketz, the only way to add excitement to traditional metal braces was colored liga-
tures, or bands, which offer limited color selections and have to be changed by the orthodontic staff.

Bracket Jacketz not only add color to braces… they allow kids to express their unique personalities with words and designs, and then change the Bracket Jacketz themselves whenever they want. It’s like texting for kids’ mouths.”

The Web site provides other valuable information for ‘tweens’ and teens who wear braces, including a downloadable quick start Guide to show them how to apply and care for Bracket Jacketz.

Orthodontic treatment may not help psychological health

A major 20-year study by psychologists and dentists has cast doubt on the assumption that orthodontic treatment improves psychological well-being.

The multidisciplinary team studied the long-term effects of both orthodontic treatment and lack of treatment when a need had been identified in childhood, in a paper published in The British Journal of Health Psychology (January 22, 2007).

“More than a thousand 11-12 year olds were recruited to the project in Cardiff in 1981, and their dental health and psycho-social well-being assessed. They were re-assessed in 1984 and 1989 and finally in 2001, at ages 31-32. Professor William Shaw of The University of Manchester, himself a dental psychologist, said, “We revisited 537 of our original sample as adults, and those who had been as-

A database of orthodontists from all over the United States helps pa-
tients find out if their doctor offers Bracket Jacketz and provides people without an orthodontist with a list of nearby orthodontic practices.

Orthodontists interested in this groundbreaking new product will also find an array of useful information, including a list of features and benefits, answers to frequently asked questions, and contact information so they can place orders.

For more information, visit www.bracketjacketz.com, or contact Laura Olson-Reyes, Director of Marketing, at 702.651.7277 or 866.587.8453.