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 and how 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 ligatures, 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 text messaging for kids’ mouths.”

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

A database of orthodontists from all over the United States helps patients 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 866.587.8455.

Exclusive tomas® reference work now complete: part 2 of the Illustrated Atlas of Skeletal Anchorage is now available!

After the overwhelming success of the first part of the Dentaurum reference work for skeletal anchorage, the second part of the tomas® illustrated atlas is now available for tomas® users and other interested persons. Initial feedback from users confirms once again that this publication is very useful for orthodontists.

Skeletal anchorage must certainly be classified as one of the most important advances in orthodontics in recent years. The use of mini-screws for temporary and permanent skeletal anchorage offers very simple handling and a huge range of therapeutic options. Many tooth movements that were virtually impossible or completely impossible with conventional apparatus can be carried out very reliably with a skeletal anchor. In many cases, complex banding is not required. Loss of anchorage is now a thing of the past. In many cases orthodontists can offer “invisible” treatment by using mini-screws. Dentaurum has issued the skeletal anchorage illustrated atlas as a broad overview of the options for using these screws.

The second part of this illustrated atlas demonstrates the variety of therapeutic uses of the tomas® pin with more than 45 diagrams showing examples of use and case studies. A very experienced international team of experts has worked together to produce this German/English reference work.

The complete tomas® illustrated atlas in two parts can be obtained from Dentaurum free of charge. Comprehensive information on the tomas® anchorage system is also available. For more information visit: www.dentaurum.com or e-mail: info@dentaurum.de

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 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 an orthodontist, said, “We revisited 357 of our original sample as adults, and those who had been assessed as needing orthodontic treatment in 1981 and received it had straighter teeth and were more likely to be satisfied with them.

“However orthodontic treatment, in the form of braces placed on children’s teeth in childhood, had little positive impact on their psychological health and quality of life in adulthood.

Further, a lack of orthodontic treatment in childhood did not lead to psychological difficulties in later life for those children where a need was identified but no treatment received.

“It can be concluded that, although in general participants’ self-esteem increased over the 20-year period, it was not as a result of receiving braces and didn’t relate to whether an orthodontic treatment need existed in 1981. This runs contrary to the widespread belief among dentists that orthodontic treatment improves psychological well-being, for which there is very little evidence.”

The team, which included academics from the University of Roehampton (London) and Cardiff University’s Dental School, also concluded that the health or attractiveness of a person’s teeth is a minor factor in determining their psychological well-being in adulthood.

Fellow researcher and psychologist Dr Pamela Kenealy of Roehampton said, “Teeth are important to an individual’s self-perception during adolescence, but by adulthood other factors have greater significance. So while it may make a minor contribution to an individual’s perception of self-worth, orthodontics cannot be justified on psychological grounds alone.”

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