FORESTADENT Orthodontics, Dr. Ronald Roncone team up

By Forestandent Orthodontics staff

FORESTADENT Orthodontics recently gained attention and support from a high profile leader in the orthodontic community. Dr. Ronald Roncone kicked off 2013 with a big announcement that he is joining forces with Forestadent.

The thriving global orthodontic manufacturer has seen rapid growth in the last few years and is excited to have attracted the attention of such a respected leader. Roncone will contribute on many levels within the company, both domestically and internationally, as an advocate, product advisor and lecturer.

Roncone received his dental degree at Marquette University School of Dental Medicine where he subsequently completed his graduate studies in physiology and neuroanatomy. He obtained two postdoctoral certificates from Harvard School of Dental Medicine and the Forsythe Dental Center.

In addition to his extensive resume of worldwide seminars, Roncone has developed an extensive training course called JSOP (Just Short Of Perfect), covering everything from the business of orthodontics, to in-depth training of the Roncone philosophy, and marketing and communications.

These year-long courses consist of four sessions and are held in Southern California where Roncone maintains a private practice specializing in adult treatment (esthetics, surgical and TMD) as well as early treatment for children.

Roncone has dedicated his career to the advancement of the specialty of orthodontics and continued awareness of a pre-adjusted appliance. As such, he developed the Roncone prescription. “There is and never will be a perfect orthodontic prescription due to biological and anatomical differences between patients,” Roncone said. “However, an orthodontic prescription and treatment system should make treatment (especially finishing) easier. An orthodontist should not have to undo unwanted effects of a pre-adjusted appliance or use special wires to finish cases.”

The Roncone prescription and system of treatment has been proven during the last 14 years. Forestadent has agreed to make some minor changes and additions to improve even more this JSOP system.

Roncone added, “I am pleased to join such a distinguished orthodontic family organization. FORESTADENT has a history of success and dedication to the orthodontic profession. This remains a company totally focused on orthodontics and orthodontists. It continues to understand that orthodontists and the practice of orthodontics is very unique. In the current changing corporate environment, it is very refreshing.”

With more than 100 years of experience, FORESTADENT is a leading global manufacturer of orthodontic products, specializing in brackets, bands, screws and functional appliances. FORESTADENT USA is headquartered in the heart of the United States in St. Louis, Missouri.

During the past 25 years, the company has experienced exceptional growth due to the high quality products and excellent customer service. For more information, about the company or scholarship opportunities, visit the website at www.forestadentusa.com.

Complete Clinical Orthodontics Summit: Connecting individuals, ideas and inspiration

The orthodontists of Complete Clinical Orthodontics understand that curiosity can’t be taught, but it can be satisfied. If you’re an orthodontist of unusually high standards, then you’re invited to join us in Philadelphia on the day before the AAO for the inaugural Complete Clinical Orthodontics symposium. The CCO is a comprehensive system that addresses diagnosis, treatment planning and treatment delivery in a single, inclusive approach.

This year’s speaker list includes Dr. Antonio Secchi, Dr. Ryan Tamburrino, Dr. Celestino Nobrega, Dr. Jerry Clark, Dr. Rafael Spera and Dr. Julia Garcia-Baeza. Don’t miss this new generation meeting of the minds on May 3.

By uniting some of the brightest minds and ideas in orthodontics (Angle, Tweed, Ricketts, Andrews, Roth, Alexander, McLaughlin and Damon) the Complete Clinical Orthodontics can drastically enhance control, predictability and efficiency for all cases. The CCO represents a philosophy that — when correctly applied — enhances the capabilities of appliances, improves treatment mechanics, and more importantly, produces better results. Ultimately the goal of CCO is to capitalize on the wealth of knowledge available to us as orthodontists, and to incorporate new technology and proven concepts to achieve a higher level of efficiency.

The CCO Summit is happening May 3 in Philadelphia. To share in the education, the ideas and the enthusiasm, please reserve your spot as soon as possible. You can do so by calling (800) 645-5550 or visiting www.mygcare.com.
Oral-B introduces first of its kind power toothbrush to the United States

The New Oral-B Professional Series Deep Sweep is a breakthrough in brushing technique for U.S. consumers

Oral-B®, a worldwide leader in the brushing market, recently announced the launch of its newest rechargeable power (electric) toothbrush to the popular Professional Series line-up: the Professional™ Series Deep Sweep™ TRIACTION™.

The new Oral-B Deep Sweep TRIACTION toothbrush is a breakthrough in brushing — the first of its kind in the United States — to combine the familiar brushing motion of a manual brush with the comprehensive power of advanced triple-zone cleaning action to cover more surface area and remove up to 100 percent more plaque vs. a regular manual toothbrush. Furthermore, with up to 48,800 bristle movements per minute select models of the Oral-B Deep Sweep TRIACTION remove up to 76 percent more plaque in hard to reach areas versus Sonicare™ FlexCare™.

“Taking proper care of one’s teeth and gums is essential for optimal oral health,” said Dr. Jonathan B. Levine, a world-renowned dental expert and Oral-B partner. “I recommend Oral-B power toothbrushes to my patients because they are superior to manual brushing in removing plaque and come with a variety of features to address every patient’s brushing style.”

With its familiar, manual-shaped brush head designed to complement people’s natural, back-and-forth brushing motion, Deep Sweep TRIACTION has a unique combination of sweeping and stationary bristles, and a dynamic angled power tip that cleans effectively in hard-to-reach areas. Inspired by the dentist-recommended Bass technique, Deep Sweep TRIACTION’s dynamic bristles sweep perpendicular to manual brushing motion while unique two-level tufting makes sweeping bristles longer to ensure they reach deeply between teeth.

“We at Oral-B listen to our customers and strive to continuously provide them with the best oral care solutions,” said Rishi Dhingra, marketing director, Procter and Gamble. “Deep Sweep TRIACTION provides what many customers have long been looking for — the familiarity and experience of a manual brush coupled with the cleaning performance of an Oral-B power brush — and we’re excited to be able to meet that need for our customers nationwide.”

Like other Oral-B power toothbrushes, all Deep Sweep TRIACTION brushes feature a professional timer that signals at 30-second intervals to encourage thorough brushing in the four quadrants of the mouth, and at two minutes to indicate when the dental expert recommended brushing time has been reached. A pressure sensor in the brush head stops pulsations when you’re brushing too hard and Indicator® bristles remind users to replace their brush head every three months, or once bristles have faded halfway.

The Deep Sweep TRIACTION power toothbrush is available in multiple models including the Professional Series Deep Sweep TRIACTION 1000 and Professional Series Deep Sweep + Smart Guide™ TRIACTION 5000, offering consumers a choice of price points and features that best suit their needs.

Oral-B Professional Series Deep Sweep TRIACTION brushes will be available at department, retail and specialty stores nationwide at suggested retail prices ranging from $64.99 to $159.99. Deep Sweep brush head refills will also be available for purchase and are compatible with all Professional Series brush handles. For more information about Deep Sweep TRIACTION, visit www.oralb.com or Facebook.com/OralB.

About Procter & Gamble

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Jams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II® and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

About Oral-B

Oral-B is the worldwide leader in the more than $5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss. Oral-B manual toothbrushes are used by more dentists than any other brand in the U.S. and many international markets.
Ormco Corporation launches enhanced Damon Doctor Locator

Intuitive web, mobile and Facebook interfaces offer increased visibility and simplified doctor location for patients seeking treatment

Ormco Corporation, a leading manufacturer and provider of advanced orthodontic technology and services, recently announced the launch of an enhanced Damon Doctor Locator — a powerful, cross-platform tool that now enables potential patients to quickly and easily find the nearest Damon System orthodontists via the web, Facebook and web-enabled devices.

The Damon Doctor Locator is a value-added tool from Ormco, created to help drive new patients to Damon System practices with ease and efficiency through a streamlined, user-friendly orthodontic search portal.

While the design of the interface is rooted in simplicity, the Damon Doctor Locator is driven by advanced web technologies. With an enlarged map, animated features and a larger pool of displayed search results, prospective patients can seamlessly scroll through an increased number of Damon Doctor options with seconds of the initial search.

The Damon Doctor Locator uses location detection technology to guarantee precise search results and present users with a list of Damon Doctors in their area, without ever requesting an address or postal zip code. Additionally, newly added share functionality allows family members and friends to easily share search results and doctor contact information with those in need of treatment further extends our practice reach and likelihood of attracting new patients," said John Graham, DDS, MD. "Ormco’s work to better an already effective tool is helping to increase my practice visibility among today’s busy, mobile driven and social media savvy adults and teens.”

The continued innovation of the Damon Doctor Locator is a result of Ormco’s dedication to leveraging today’s mobile commerce and social media trends to create more opportunity for orthodontists within the online space. It's with this in mind that the company has optimized the Damon Doctor Locator for use with connected devices, such as smart phones and web-enabled tablets.

Similarly, Damon Doctors also have the opportunity to capitalize on expanding mobile and social media popularity among today’s busy, easy-to-reach patients. Damon Doctors can now access the Damon Doctor Locator mobile site and Facebook application. Patients seeking orthodontic treatment can easily access the Damon Doctor Locator without leaving Ormco’s Damon System Brace page.

"We are committed to supporting Damon System Doctors in their efforts to increase practice visibility and generate new patient traffic," said Vicente Rey-Nal, president of Ormco. "We firmly believe that the most successful orthodontists are those that use multiple channels of communication to interact directly with consumers. With the redesigned Damon Doctor Locator, we’ve harnessed the power of the ever-changing digital landscape to create a fluid user experience — on web, mobile and Facebook — that will help Damon Doctors elevate their online footprint.”

About Ormco

Ormco is dedicated to manufacturing innovative products that improve the clinician’s opportunity to achieve excellent results, while saving time, increasing predictability of tooth movement by greater than 50 percent. PROPEL Orthodontics, the developer of innovative orthodontic devices and techniques that dramatically accelerates the rate at which teeth are moved during orthodontic treatment, was featured on a special segment of ABC Health News that aired on Feb. 7.

The segment featured New York University College of Dentistry researcher and chair of the orthodontic department, Dr. Cristina Teixeira, who explained how PROPEL is revolutionizing the field of orthodontics. During the broadcast she was quoted as saying: “I think this is the future of orthodontics. The challenge is to move teeth safer and faster and this technique addresses all of these issues.”

The PROPEL System is a simple three-step, in-office procedure that is performed in minutes. The PROPEL System is a patented treatment which uses Alveocetes™ to stimulate alveolar bone in patients undergoing orthodontic treatment. This stimulation increases cytokine activity leading to faster bone remodeling and translates into reduced treatment time by 60 percent or more. In addition, doctors can use PROPEL to increase predictability of tooth movement, improve finishes in braces and eliminate the need for refinement.

Two of NYU’s patients who are receiving the PROPEL treatment as well.

ClearCorrect announces $395 Limited 6 treatment option

ClearCorrect has announced a new Limited 6 clear aligner treatment option, available for just $395. This option is ideal for simple anterior adjustments.

The low lab fee includes up to six steps of clear aligners (single or dual arch) along with a treatment setup. Unlike the other guys, Phase Zero and retainers are also included at no extra cost. It’s the same great ClearCorrect product, now even more affordable and doctor-friendly.

ClearCorrect’s new treatment options (including Limited 6 and a new Unlimited option) is now available. ClearCorrect is a leading manufacturer of clear aligners located in Houston, Texas. For more information, please call (888) 331-3323.

About ClearCorrect

ClearCorrect has been one of the number one providers of transparent orthodontic treatments and retainers for adults and teens.”

ABC News features PROPEL Orthodontics

PROPEL Orthodontics, the developer of innovative orthodontic procedures and devices which accelerate orthodontic treatment. In 2010, PROPEL Orthodontics developed the PROPEL System, a novel micro-invasive procedure that is relatively painless for the patient. This technique stimulates alveolar bone remodeling for faster tooth movement under any modality of orthodontic force. University-proven scientific research has shown the PROPEL System to reduce the amount of time spent in orthodontic treatment by greater than 50 percent. PROPEL Orthodontics is rapidly expanding its position within the dental market with many more products and treatment options.

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