Ormco Corporation offers its new Damon Clear2 bracket at the AAO

By Ormco Corporation Staff

A survey conducted by the American Association of Orthodontists (AAO) found that when meeting someone new, 37 percent of Americans notice a person’s smile before anything else. This comes as little surprise to the orthodontic community, but it speaks directly to the importance of esthetically pleasing orthodontic solutions that deliver extraordinary results.

At the 2014 AAO Annual Session, Ormco® Corporation’s booth (No. 1805) will feature the newly announced, and now shipping, Damon™ Clear2 bracket. An enhancement to Ormco’s popular Damon Clear bracket—only 100 percent clear SL bracket on the market—Damon Clear2 provides clinicians with more rotational control.

Building upon its progressive line of Damon System products, Damon Clear2 features standard torque bracket enhancements and precision engineering for treatment efficiency and consistency. With a new ultra-precision slot, Damon Clear2 boasts two times the rotational control for meticulous finishing and efficient treatment.

In addition to optimized standard torque brackets, Damon Clear2 features the same core design as the original Damon Clear passive self-ligating brackets, which are used with the Damon System’s high-tech, light-force archwires and minimally invasive treatment protocols.

A complete esthetically pleasing, completely clear and self-ligating Damon Clear2 bracket offers an unparalleled clear design, Damon Clear2 is the only self-ligating bracket manufactured with a completely clear body and door, according to Ormco. With polycrystalline alumina (PCA) material, the bracket is virtually invisible and resistant to staining.

Additionally, Damon Clear’s optimized bond strength and innovative SpinTek™ slide ensure durability as well as comfortable and fast wire changes and adjustments. Damon Clear2— an ideal solution for today’s image-conscious adults and teens —provides the performance and control needed to treat a wide range of cases, including patients with crowding, flat profiles, open bites, cross bites and individuals in need of space closure and arch development.

Clinicians treating with Damon Clear2 may also be featured on the Damon Doctor Locator advertised on Ormco’s consumer website, www.damonbraces.com. Designed to help drive new patients to Damon practices, the Damon Locator is a powerful online directory for patients to quickly and easily find their nearest Damon System orthodontist via the web. Facebook and other web-enabled devices.

More than 56 million consumers have been exposed to the Damon System through Ormco’s outreach efforts, and during a four-year period, damonbraces.com has experienced a 113 percent increase in traffic, while the Damon Doctor Locator has experienced a 285 percent increase in searches. This translates to more patients for Damon practices.

Purchases of Damon Clear2 also contribute to Ormco Lifetime Rewards, a rewards program in which points never expire. With Ormco Lifetime Rewards, clinicians earn points on every dollar spent on Ormco appliances and redeem them for numerous high-quality products and supplies. Research indicates that, through the rewards program, the average doctor earns up to $25,000 in free products.

Additionally, doctors offering the Damon System benefit from Ormco’s industry-leading marketing services and a broad range of marketing assets and staff training tools available at www.marketing.ormco.com. This robust practice marketing website hosts a library of patient imagery, consultation tools, practice videos, press release templates, webpage assets and more.

For doctors seeking continued learning, Ormco provides world-class C.E. programs including the annual Damon Forum, regional education events, ofﬁ ce courses, webinars, roadshows and more.

* As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets.

Reference

Fig. 1. Photo/Cobourne & DiBase, 2010, p. 25.

Fig. 2. Photo/Cobourne & DiBase, 2010, p. 16.

As orthodontists, we are still responsible for diagnosing pathology in the head and neck, and treating or referring the patient to someone who can provide proper care. By example, we must demonstrate how to be the best orthodontist possible and the consummate expert in our field.