Henry Schein introduces new line of Acclean Orthodontic Toothbrushes

**Brushes offer ‘thorough hygiene experience’**

Henry Schein introduces a new line of double-ended Acclean® orthodontic toothbrushes with an interdental brush that removes debris between braces, teeth and hard-to-reach areas. The V-shaped, oval-trimmed brush head provides better access to posterior teeth with the help of soft, easy-to-hold handle grips. The rounded, diamond-polished bristles made of soft DuPont™ Tynex® natural filament offer gentle, effective cleaning around bands, wires, brackets, implants, and gingivae. Acclean Orthodontic toothbrushes come in assorted colors and are available in a 12-count box. Henry Schein is the exclusive distributor of Henry Schein Brand products. For additional information, please contact Henry Schein Dental at (800) 372-4346 (from 8 a.m. to 9 a.m. EDT) or visit the website at www.henryscheindental.com.

**New technology helps improve 3-D images**

**Gendex introduces Scatter Reduction Technology to deliver a new level of clarity and details**

Gendex introduces SRT™, Scatter Reduction Technology, to its award-winning GXDP-700™ cone-beam 3-D system. This new feature allows clinicians to reduce artifacts caused by metal or radio-opaque objects, such as restorations, endodontic filling materials and implant posts. The use of SRT image optimization technology delivers 3-D scans with higher clarity and detail around scatter-generating material. SRT represents a significant aid when 3-D scans are required for a variety of procedures, from endodontic to restorative and the post-surgical assessment of implant sites.

“We continue to make significant investments in research and development to bring new, meaningful innovations to the market,” says Mike Boshia, senior product manager for Gendex. “Our proprietary SRT technology further enhances the diagnostic capabilities of the modular GXDP-700 Series.” The introduction of SRT to the GXDP-700 platform aligns with the Gendex design philosophy focused on delivering innovations with clinicians and patients in mind.

The activation of SRT is simple: When a scan is prescribed near a known area of scatter-generating material, the user needs only to select the SRT button from the GXDP-700 touchscreen interface.

**About Gendex Dental Systems**

Gendex offers a wide variety of comprehensive digital imaging solutions for both general dentists and specialists. The company’s history in continuing innovation, along with a dedication to delivering products that exceed the needs of dental professionals, has earned Gendex recognition as a global leader, according to the company. Learn more about the full line of Gendex products at www.gendex.com.

**Ormco unveils ‘Damon Smile’**

Ormco Corp., a leading manufacturer and provider of advanced orthodontic technology and services, has introduced Damon® Smile, the new consumer-facing name for the company’s flagship product, the Damon® System. The rebranding approach is part of Ormco’s mission to help orthodontists achieve their clinical and practice management objectives, as the new name enhances the consumer appeal of the Damon System and aids with increasing patient starts.

“Ormco is committed to driving more patients into our customers’ doors. The new Damon Smile branding further advances our efforts to elevate consumer awareness around the remarkable advantages of orthodontic treatment with the same clinically-proven Damon System,” said Vicente Bernal, president of Ormco. “The word ‘smile’ is not only relatable, it builds an emotional connection among patients and we’re confident our doctors will be able to capitalize on this connection when integrating the Damon Smile brand into their consultation and practice marketing strategies.”

The Damon System is an orthodontic treatment that uses low-friction passive self-ligating brackets, high-tech light-force archwires and minimally invasive protocols for patient results. Damon Clear™ is a virtually invisible option — ideal for today’s image-conscious adults and teens — that offers clear brackets for the upper and lower arches. More than 3 million patients have received orthodontic treatment with the Damon System.

Connect with Ormco on Facebook at facebook.com/damonsystembraces or on Twitter at @Ormco and @DamonBraces. For more information, visit the Ormco website at www.ormco.com.