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SURESMILE QT OFFERS ORTHODONTISTS A COMPETITIVE EDGE WITH FAST GROWING LINGUAL TREATMENT TREND

RICHARDSON, Texas — OraMetrix, a leading provider of technology-based orthodontic care solutions, sees big success among orthodontists using SureSmile QT, the lingual treatment option of its innovative SureSmile® system, which combines 3-D diagnostic imaging with computerized treatment plan modeling and robotic archwire customization. Orthodontists using SureSmile QT can treat patients more effectively with lingual brackets and customized archwires, a popular and growing trend, that appeals to adults.

According to the American Association of Orthodontists, from 1989 to 2008, the number of adult patients getting braces rose by 24%. Many reasons are attributed to the increase, but one is the option of less noticeable braces that many adult patients, concerned with aesthetics, are choosing. With SureSmile QT, adults can receive the precision SureSmile treatment without the self-consciousness of ceramic or metal braces on the front of their teeth.

SureSmile QT Advantages

SureSmile QT provides orthodontists many advantages over traditional lingual treatment including the ability to choose their own lingual bracket system; combine lingual treatment with labial treatment on an arch by arch basis; and update the treatment plan at any time with modification wires. Additionally, a lingual retainer is available in the same archwire materials, already customized for the patient.

Lingual Challenges Overcome With SureSmile QT

While the concept of lingual is not new, many orthodontists have avoided offering a lingual option because of the technical difficulty in executing treatment. SureSmile QT helps overcome many of the clinical challenges faced by orthodontists. For instance, the software bracket simulation allows the orthodontist the ability to manage inter-bracket distance, and the customized archwires compensate for non-ideal bracket placement. SureSmile software will facilitate wire design backwards and upside down and the robotically bent wires are customized and ready for insertion.

SURESMILE QT/Add One

"With SureSmile QT, the most difficult and time consuming part of the lingual treatment -- bending and adjusting of the wires on the backside of the teeth -- is removed making it a better experience for both orthodontist and patient," says Phil Getto, Chief Technology Officer, OraMetrix.

Orthodontist Dr. John Dumas of Birmingham, MI. says he is seeing more professional women in their 30's, 40's and 50's than ever before now that hidden braces are an option. "We're getting several calls a week from middle aged professional women interested in lingual braces. Most have wanted to straighten their teeth for years, but never felt comfortable with the idea of braces and the stigma that goes along with it."

OraMetrix, Inc., founded in 1998, is a leading provider of innovative, technology-based solutions designed to improve the quality of orthodontic care. Headquartered in Richardson, Texas, OraMetrix has development centers in Berlin, Germany, and Richardson. For more information on SureSmile, visit www.suresmile.com.

Interview opportunities about use of SureSmile QT available with:

Dr. Brent Bankhead, St. Louis, Mo.

Dr. Randall Moles, Milwaukee, WI.

Dr. John Dumas, Detroit, Michigan

Phil Getto, Chief Technology Officer, OraMetrix

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