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## **Smile for a Lifetime Foundation and Ormco Partner to Provide Free Orthodontic Treatment to Underserved Kids in Need**

*Leading Manufacturer of State-of-the-Art Orthodontic Appliances to Donate Treatment Supplies through Exclusive Partnership*

**Jonesboro, Ark., (April 6, 2010)** – Smile for a Lifetime Foundation announced today it has signed an exclusive arrangement with Ormco Corp. to help deliver pro bono orthodontic treatment services to underprivileged children throughout the country.

Ormco, a leading manufacturer of innovative orthodontic appliances and supplies, will provide products free of charge to orthodontists affiliated with Smile for a Lifetime to treat underserved children. Smile for a Lifetime is a non-profit organization that works nationally with orthodontists to provide treatment scholarships to underprivileged children whose families would not otherwise be able to afford treatment.

“I’m thrilled to have such a well-respected company like Ormco understand the importance of giving,” said David B. Carter, DMD, national president of Smile for a Lifetime. “They are giving back in so many ways: to the lives they will change by sponsoring this charitable foundation and to our profession by helping the public see us as not only health care providers, but also as health care *givers*. In this, and many other ways, Ormco continues to be a truly visionary company.”

Ormco will donate a number of state-of-the-art appliances including the Damon® System, a combination of tie-less braces and high-tech memory archwires that help clinicians treat patients quickly and comfortably. Doctors also will have access to the Simpli5™ express aligner system through Ormco’s AOA Orthodontic Laboratory, which manufactures customized appliances.

In addition, Ormco manufactures Insignia™ advance smile design, a combination of 3-D digital treatment planning software and custom-designed brackets and wires tailored to a patient’s specific dental anatomy.

With average treatment fees ranging from \$5,000 or more, orthodontia can be financially challenging for many parents. Smile for a Lifetime helps build self-confidence, inspire hope and change the lives of children by providing scholarships for orthodontic treatment in communities around the country. Each year, Smile for a Lifetime reviews hundreds of applicants before selecting those who will receive treatment based on financial need, letters of recommendation, community involvement and special circumstances. To date, the organization has provided more than \$2 million in orthodontic care for individuals who cannot afford treatment and may not have other opportunities to acquire assistance.

“Orthodontists affiliated with the foundation donate their services, while this new arrangement with Ormco ensures that the appliances they use will be available without any out-of-pocket expenses,” said Dr.

Carter.

“Ormco is a recognized leader in orthodontic supplies, ingenuity and education,” said Dr. Donald Montano, a long-time Smile for a Lifetime provider and chapter leader in California. “I have been a long-time user of Ormco products and am very pleased to have their support. While I’m happy for their support, I’m also not surprised. It’s what great companies do!”

“We are so proud to support the exceptional work that Smile for a Lifetime and their affiliated orthodontists around the country are doing to change the lives of children,” said Ken Konopa, Ormco president. “A beautiful smile can literally transform the life of an individual, giving them the confidence they need to pursue their dreams. This isn’t just about straightening teeth; it’s about giving underserved children a chance at a happier, more successful future.”

#### *About Ormco*

*Celebrating 50 years of providing innovative products and services, Ormco helps orthodontists deliver exceptional clinical results in the least amount of time and with the greatest patient comfort. The company is a subsidiary of Sybron Dental Specialties, Inc., a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession. For more information, visit [www.ormco.com](http://www.ormco.com).*

#### *About Smile for a Lifetime*

*Smile for a Lifetime Foundation is a charitable non-profit organization that provides orthodontic care to individuals who may not have the opportunity to acquire assistance. Launched in 2008, Smile for a Lifetime Foundation aims to reach individuals with financial challenges, special situations, and orthodontic needs. The Foundation sponsors the orthodontic care of hundreds of patients each year. For more information, visit [www.S4L.org](http://www.S4L.org).*

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