

N O W L E T ' S G E T T H I S S T R A I G H T



iBRACES™ : THE INVISIBLE WAY TO STRAIGHTEN TEETH

iBraces Appliances for teens and adults use the latest technology to straighten teeth comfortably, efficiently and with great results.

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This new and exciting method for straightening teeth is placed behind the teeth and is an excellent alternative for patients who want to straighten their teeth but do not want braces to show

We all would like to have straight, beautiful smiles, but for some of us, the thought of wearing visible braces is enough to keep us from seeking treatment. Until recently, aesthetic orthodontic options were limited to clear ceramic braces and the Invisalign® aligner system. Although these represent good treatment options, each carries its own inherent limitations.

The iBraces™ Appliance System is a revolutionary orthodontic braces system that has been introduced to meet the cosmetic needs of patients *and* the technical needs of orthodontists. This technology was born out of the demand for aesthetic or-

thodontic treatment by adults and adolescent patients who want the health and personal appearance benefits of straight teeth without wearing traditional metal braces. iBraces Appliances are the only 100% customized lingual (behind the teeth) braces for aesthetic orthodontic treatment available in the US market. This new and exciting method for straightening teeth is placed behind the teeth and is an excellent alternative for patients who want to straighten their teeth but do not want braces to show.

Patients like the iBraces System because the brackets are invisible and do not make a significant impact on their lifestyle. They and those

Benefits of iBraces™ Orthodontic Braces

There are many reasons to choose iBraces™ Orthodontic Braces:

Aesthetics: Because they are placed on the back side of your teeth, you can look great while you straighten your teeth...invisibly

Customization: iBraces Appliances are 100% customized for you

Comfort: Most patients experience minimal discomfort and speech interference – after a short adjustment period you will be able to eat and speak normally

Technology: The braces have the unique prescription that your orthodontist creates for you built in to the specially engineered brackets and wires

around them see their teeth getting straighter and straighter, but no one knows how it's happening except for the patient herself or himself. After a week to 10 days of adaptation, most patients find they have little or no speech interference or tongue irritation.

Orthodontists like the iBraces System because it is a complete solution, not just a set of brackets and wires. The power of iBraces Appliances is in the customization. Each bracket and wire is designed to deliver a specific treatment result and to overcome limitations of the dental anatomy. iBraces Appliances are made using state-of-the-art CAD/CAM (computer-aided design/computer-aided manufacturing) and robotic technology.

The process starts with a high-definition PVS impression and set-up instructions provided by the orthodontist. Lingualcare, the company that manufactures the system, then scans the models into a computer, where highly skilled lab technicians build a set-up and design the custom brackets and wires to meet individual specifications. The brackets are delivered to the doctor in an indirect bonding tray for ease of placement. This allows for the placement of the brackets as a unit, as compared with traditional braces, which are placed on one at a time.

A sequence of precise, robotically bent arch wires, designed to move the teeth into the ideal finished result, is fabricated and sent with the brackets. These advances minimize the amount of time a doctor has to spend making adjustments to the braces and often reduce the amount of time it takes to finish treatment.

Although the iBraces System represents a novel orthodontic technology, the idea of behind-the-teeth braces has been with orthodontists for some



time. When lingual braces were first introduced in the United States more than 25 years ago by a doctor in Beverly Hills, they immediately became a huge sensation. Many doctors tried lingual braces but found them difficult to use. There was no clinical data on how to accomplish specific treatment objectives using lingual appliances, and orthodontists found that it was very hard to finish treatment to a satisfactory result. Patients were also dissatisfied because the large, bulky brackets caused tongue irritation and interfered with speech. As a result, most United States orthodontists stopped offering lingual treatment to their patients.

Today's technological advances have eliminated the limitations of traditional lingual braces. The iBraces System features brackets that are 100% customized to adapt to the patient's tooth anatomy for superior fit and comfort. Each patient's unique prescription is built into the brackets and wires to ensure efficient, effective care. They are low profile, so they are much more comfortable for patients to wear and do not cause significant speech

iBraces are located on the back of the teeth and are not visible.

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interference or tongue irritation.

The system also offers doctors much more flexibility and control than they get with aligners. Patients typically like aligner treatment because the aligners are clear and removable, and oral hygiene is easy. However, many orthodontic specialists are dissatisfied with the clinical outcomes. Only 25% to 35% of orthodontic patients can be treated to a satisfactory occlusion or bite with plastic aligners. In addition, aligner therapy relies heavily on patient compliance. Patients must wear their aligners 20 hours per day in order for the treatment to be effective. In comparison, there is almost no limitation to the types of dental malocclusion that can be treated with the iBraces System, and because it is a fixed system, compliance is not an issue.

The iBraces System is the next generation of invisible orthodontic treatment. **IMAGE**