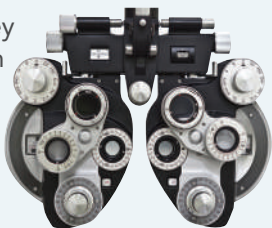


What is Insignia?

No one wants to admit they need eyeglasses. But when you visit an optometrist, you receive glasses prescribed just for you and your unique eyesight. You would not expect nor receive one-size-fits-all glasses.



Did you know that this isn't the case with braces? Most braces are generic and don't take into account the complexity of an individual's particular needs.

Now, thanks to **Insignia Advanced Smile Design**, you get state-of-the-art treatment that's 100% customized to your specific prescription.



Is Insignia Right for You?

How long does treatment take?

Treatment time with Insignia is typically much faster than with traditional braces. In addition, the number of office visits through treatment is often reduced and time in the office shortened. Perfect for patients and parents with busy schedules.

Braces are just for cosmetic concerns, right?

Braces not only produce a great smile, but also align your bite so your teeth fit properly together. This can prevent discomfort and help align the jaw, neck and shoulders, which provides a more stable platform to support your facial features (cheeks, lips, etc.).

Aren't braces large and bulky?

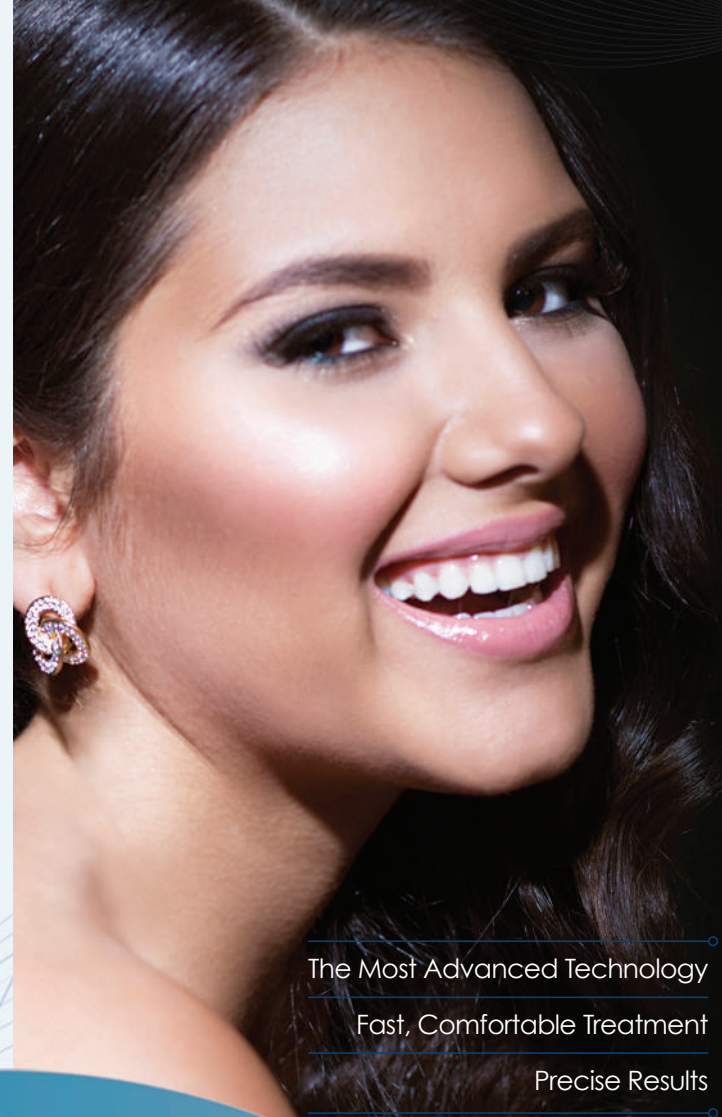
The design and technology of braces have made major advancements over the last few years. Insignia uses braces that are much smaller and more comfortable than ever before.

Does Insignia come in clear braces?

Yes, Insignia is available in a clear, virtually invisible option for superior aesthetics.



Faster Treatment Customized Just For You



The Most Advanced Technology

Fast, Comfortable Treatment

Precise Results

www.insigniasmile.com

Actual Insignia Patients.

Ormco

Your Practice. Our Priority.

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How is Insignia Different?

Insignia braces are **custom manufactured** from a **3D treatment plan** created by your orthodontist just for you.



No longer does your orthodontist need to use a clay model to design your treatment.

Digital planning and 3D visibility allow your orthodontist to add a level of meticulous detail.



Actual Insignia Patients.

What Are the Benefits?

Insignia is 100% Customized for YOU

WHAT DOES THIS MEAN?

- Faster treatment time*
- Fewer office visits*
- Precise results
- Ability to view your new smile digitally before starting treatment

"Digital products, specifically Insignia, clearly represent the future of orthodontics. Insignia not only provides what the consumer wants—shorter treatment times and less office visits, but also provides what clinicians want—precision control, superior efficiency and customized results."

— Jamie Reynolds, DDS, MS

* Weber II, D.J.; Koroluk, L.D.; Phillips, C., et. al.: Clinical effectiveness and efficiency of customized vs. conventional preadjusted bracket systems, *J. Clin. Orthod.* 47(4):261-266, 2013.

Pretreatment



Posttreatment



Treatment Time - 11 months, 8 appointments

Actual Insignia Patient

Pretreatment



Posttreatment



Treatment Time - 11.5 months, 10 appointments

Actual Insignia Patient.