

For Immediate Release
MONTH, DAY, YEAR

Contact: (**Name**)
(**E-mail address**)
(**Phone number**)

Dr. **_____** offers new orthodontic braces technology

**Self-ligating braces can give patients faster treatment, fewer visits and
no more elastic bands**

Your City, State – Date – At Dr. **(First name and last name of orthodontist)**'s office, patients now have access to a new type of braces technology that can provide faster, more effective orthodontic treatment. Dr. **Last Name** is offering 3M Self-Ligating Braces, which feature a unique clip mechanism that does not require traditional elastic bands, with the potential to speed up the treatment process and provide less patient discomfort.

"I am excited to be able to offer patients this advanced option for their orthodontic treatment," said Dr. **Last Name**. "Self-ligating braces open up the possibility of treatment for people who didn't think they had time for braces, and for those who simply want braces with modern advantages."

Self-ligating technology holds the archwire in place without the need for bulky elastic bands, called ligatures. Elastics are difficult to keep clean and are prone to staining, sometimes requiring longer and more frequent orthodontist appointments just to change the elastics. Besides being a hassle to keep clean, elastic bands actually create friction that can slow treatment time.

The 3M Self-Ligating Braces are available in both metal and translucent ceramic materials to fit patients' lifestyles. To see if self-ligating braces may be an option, Dr. **Last Name** encourages patients to schedule a visit to discuss options for orthodontic treatment.

(Insert doctor's background information here)

SAMPLE ONLY: Dr. Ronald Cohen is an orthodontic specialist who has been practicing in the Fort Wayne area since 1987. He completed his orthodontic training at the St. Louis University School of Orthodontics (M.S.D.) in 1983 and spent four years practicing in Kona, Hawaii before relocating to Fort Wayne. Dr. Cohen specializes in pediatric, adolescent and adult orthodontics. The office **(or office name)** is located at 10211 Dupont Circle Drive, Ste. A, Fort Wayne, IN 98765 and is open Monday through Saturday. Call 260.489.8989 or visit www.drronsmiles.com for hours and additional details.

About 3M Unitek – Makers of 3M Self-Ligating Braces

3M Self-Ligating Braces are one of the latest innovations from 3M Unitek, meeting the challenge to develop a bracket with the optimum combination of aesthetics and efficiency. Since its founding in 1948, 3M Unitek has been committed to orthodontics, introducing industry milestone products such as the first stainless steel brackets, adhesive pre-coated brackets, color changing bonding adhesive and true self-ligating brackets. For more information about 3M Self-Ligating Braces, visit www.3MBraces.com.