

# The Benefits of Being X

In-Ovation X brackets are the latest in orthodontic technology. The tiny brackets are self-ligating, so they work faster than traditional braces and with fewer appointments.

- Low-Profile: Thin bracket means less to notice
- Smooth Moves: Contoured edges keep it comfortable
- It's Your Time: Self-ligating for faster treatment
- Don't Get Tied Down:
  - Color ties can degrade quickly and derail your treatment
  - Metal ties can provide discomfort when tightened



*"I love my In-Ovation braces cause I know they'll make my teeth really straight."*



*"My In-Ovation brackets have been very comfortable to wear. I smile a lot, I love it."*



*"All of my friends who had braces told me they were in excruciating pain...and I didn't really have that which is pretty awesome."*



## In-Ovation® X

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## In-Ovation® X Give Your Smile the X Factor!



## Your Time is Now

Congratulations on your big decision! When you get braces, you're getting more than straight teeth. You're getting the confidence that comes from having a great smile plus all of the oral health benefits your doctor has told you about. But most of all, you're getting the opportunity to embrace a new version of you!



### Reduced Chairtime

Easy-open, easy-close clip can shorten your appointment by up to 50%.



### Fewer Total Office Visits

Up to 40%\* fewer appointments than traditional brackets with ties.



### Easy to Keep Clean

Simple clip design eliminates food traps and doesn't hold bacteria like elastic ties.



### Comfort

Free-sliding technology eliminates metal ties while the low-profile design reduces irritation.

## Benefits of the New You

- Social Confidence
- Healthier Mouth
- Cleaner Teeth
- Improved Chewing
- The Smile You Deserve
- American Innovation – Made and manufactured entirely in the USA



## Embracing Your Braces

- Keeping your braces clean is the best way to avoid problems. Brush after every meal and floss at least once a day.
- Avoid sticky and chewy foods like gum, caramel, taffy and hard candies. Cut apples before you eat them and trade your bagel in for whole wheat toast.
- Don't panic! If you have any questions or something unexpected happens, just call your doctor as soon as possible. Most offices leave open spots in their schedule for an emergency.



\* Jerry R. Clark, DDS, MS, Jack Gebbie, BS, Datatex Market Research Report Summary: Increasing Practice Efficiency and Profitability Using In-Ovation Self-Ligating Brackets, March, 2007. Datatex is a member of CASRO® - Council of American Survey Research Organizations®.