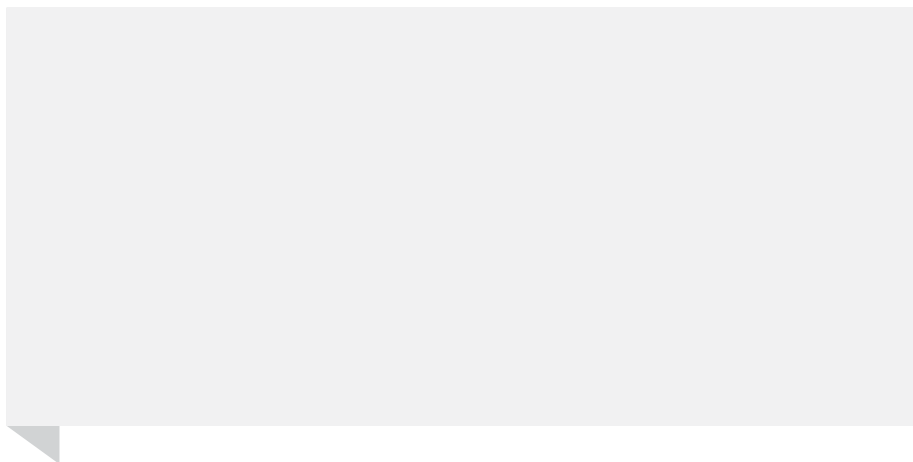


**INSIDE NEWS**

## Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

THE PATIENT EXPERIENCE ISSUE

# INSIDE NEWS

**IN THIS ISSUE**

- 1** Letter from the Editor
- 2** InVu Success Stories  
**Jaelyn**, Scottsdale, Arizona, USA  
**Diana**, Santa Barbara, California, USA  
**Zoe**, York, England
- 3** Personalized Color-Matching Technology®
- 4** Staff Member Success Story  
**My Perfect Smile**

Send an email to [info@tportho.com](mailto:info@tportho.com) to request more copies of this special issue for your waiting room!



“I’m like the poster child for adults for braces,”  
Jaelyn beams.

## Welcome To *Inside News*, Issue 6

**We know orthodontists do amazing things.** *TP Orthodontics, Inside News* is distributed globally and recognizes excellence, progress, innovation and passion from practices around the globe. Each quarterly issue prints in multiple languages and looks at orthodontists – your lives, practices, staff and patients.

In this special issue, we share the treatment experiences from patients around the globe and why aesthetic treatment options were important to them. At TP Orthodontics, we believe your patients are our patients. Our products are designed with them in mind, combining breakthrough aesthetics with powerful technologies for a more positive treatment experience.

### HAVE SOMETHING TO SHARE?

*Have you changed a patient's life? Are aesthetic treatment options changing the way your patients think about treatment? Share patient stories for a chance to have your patient featured in the next Patient Experience issue. All submissions are responded to by the editor within five business days.*

Contact us:

➔ [editor@tportho.com](mailto:editor@tportho.com)

➔ 480-559-9443 (fax)

## LETTER FROM THE EDITOR

### Treatment Changing Lives

#### Welcome to our special Patient Experience issue.

We've talked to adults around the globe to share how orthodontic treatment is making a positive change in their lives. Through this special newsletter issue, we're proud to explore the ways aesthetic treatment options are making it easier for adults to integrate treatment into their daily lives.

As a patient myself I have a unique appreciation for other adults pursuing orthodontic treatment. Before I started my treatment I had a few discussions with friends and family members trying to dissuade me. I was told I should stop trying to be perfect and that braces are a superficial, elective procedure that I shouldn't spend money on. Then I had a reasonable discussion with my orthodontist, Dr. Charles Wait. He talked to me about the continued tooth damage I would see for years to come if I left my overbite untreated and told me I deserved a smile I could be confident in. He was right.

After sitting down and talking to some of the patients in this issue, I can see that many adults are starting

to overcome the misperceptions about adult orthodontic treatment that I dealt with. They realize that starting treatment isn't just a decision to have a healthier, more beautiful smile; it's a personal decision to make an investment in yourself.

Wearing InVu Cosmetic Braces has given me a lot of pride in my smile and our products; most of all, treatment has given me a greater appreciation of orthodontists. You touch the lives of your patients, helping them find a smile they can be proud of and the ability to put stock into themselves without any unnecessary guilt or reservations.

With a growing awareness of aesthetic treatment options, more adults are looking to invest in themselves. As you read this issue, I hope you enjoy reading about how modern orthodontics is changing the way these patients think about orthodontic treatment and themselves.

With warmest regards,

Naomi Garnice,  
*Inside News* Editor



*Naomi is wearing InVu Cosmetic Braces with TPO Aesthetic Wire.*

### ABOUT THE EDITOR

*Naomi Garnice is the editor of Inside News and a current InVu patient. She works frequently with members of the orthodontics community around the globe to share the stories, achievements and issues that are important to orthodontists and their patients.*

## Meet Jaclyn

Jaclyn, an office manager at a dental office, talks to us about what's different about aesthetic treatment and tells us why she's the "poster child for adult braces".

### TPO: What made you decide to pursue orthodontic treatment?

**Jaclyn:** I've had braces twice before, when I was a kid and then as an adult. My lower (front teeth) started criss-crossing so they put braces on the lower and then put in a lingual bar to permanently keep them in place. It's kind of common for adults – your jaw changes.

What caught my attention was when we were in the Bahamas and had taken pictures; it looked like I had no tooth. That's kind of where it started, seeing myself in pictures. I never realized that tooth was so much smaller or slightly rotated to where it always had a shadow on that tooth. And then I really noticed it in all of the other pictures. Being in a dental office, I think it's even more obvious to me and also more important – what I think of my teeth, what my smile is like.

### TPO: How do you feel about the look of your InVu braces?

**Jaclyn:** When they put the braces on I came home and my husband kissed me and had no idea that I was wearing braces.

For Thanksgiving the whole family was there, and I finally said when we were about to eat, "Has anyone noticed that I have braces on?" Nobody had even noticed.

### TPO: What did your friends and family members think about your orthodontic treatment?

**Jaclyn:** My teeth were pretty straight and aligned nicely. So their question was what made you put braces on? We tend to think of someone wearing braces as having a severe class one or class two. This tooth was turned; it looked like I had no tooth there.

### TPO: During your InVu treatment did you notice a difference between InVu Cosmetic Braces compared to metal?

**Jaclyn:** The biggest difference I notice, between this and the metal – you don't feel the sharp edges in your mouth. If you slide your lips or cheeks along (metal) it could actually catch and cut you when you talk. You don't have any of that with these. They tend to be real polished and the corners are rounded up and edged nicely to where it doesn't impede your speech or forming your words or smiling. I noticed a really big difference. They tend to feel a lot more like your teeth; very smooth. From day one I didn't have to wear wax or anything. So that's been really nice.

### TPO: Have your ideas about orthodontic treatment changed?

**Jaclyn:** Absolutely, I really didn't know (aesthetic brackets) were out there. We label our patients who have braces and obviously have them clean their teeth more often. I think it's a fairly new thing, I don't



think our hygienists have seen it a lot. My hygienist, the last time she cleaned my teeth was remarking on how smooth they are, how rounded the edges are. No sharp cutting edges and everything. So it was a new experience for her also.

### TPO: In what ways has completing your orthodontic treatment changed your life?

**Jaclyn:** I'd certainly recommend InVu to anybody. Here in our office I'm like the poster child for adults for braces. As an adult, you're making a conscience decision to change something. When you're a child or a teenager it's your parents' decision to take you in. When you take that financial investment and aesthetic investment – it is empowering knowing you're doing that for better oral health or the aesthetics of how you look or to better yourself with something that is a fairly easy change to make.

As adults, people tend to think they're beyond getting braces, but everyone deserves a healthy, beautiful smile – no matter what their age.

## Meet Diana

Diana, an InVu patient in Santa Barbara, California, talks about her decision to take the “plunge” and why she almost didn’t get braces. Diana decided to get braces after completing her Invisalign® treatment. “They could not push or pull any of the teeth so I was left with straight teeth, but had protruding long fangs resembling a vampire,” she explains.

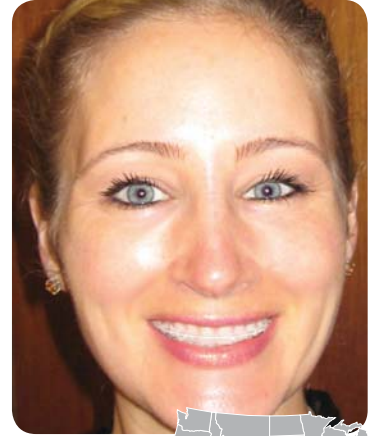
Like many other adult patients she struggled with the idea of getting braces. “My biggest reason for not moving forward with getting braces sooner despite the fact that I was desperately self-conscious of my teeth was my husband,” Diana admits. She was concerned about how her husband would see her with braces.

Diana was hesitant to get braces initially, but wanted to have more confidence in her smile. “I didn’t want attention to my mouth which was an area that I was already self-conscious about,” she recalls. Aesthetic treatment options were extremely important to her. “I probably wouldn’t have done (aesthetic wire and braces) if it didn’t have the ceramic,” she admits. “That’s why I really want to encourage people to do it because it’s not that big of a deal.”

She didn’t want noticeable metal braces or wire. “When I found out about the tooth-colored coating on the (aesthetic) wire I knew that it was time for me to take the plunge,” recalls Diana.

Diana is nearing the half-way mark on her six-month treatment. “I have been very happy with the overall appearance of the braces,” she says. “Over time I have been less self-conscious because no one really notices them.” Her husband is also proud of her decision to move forward with treatment. “Now he often tells me that he forgets I have (braces),” she says. “He calls them my cute little braces.”

Diana considered veneers previously to avoid orthodontic treatment, but many of her friends had issues with their veneers actually coming off. “The thought of grinding my teeth down to glue on a fake tooth made me uncomfortable,” she recalls. “When I found out about InVu, I knew I had found the perfect (treatment) route for me. (InVu Cosmetic Braces) are the most aesthetically pleasing approach to the smile I have wanted for such a long time.”



*“Over time I have been less self-conscious because no one really notices them.”*

*Diana talks about her treatment with InVu Cosmetic Braces and aesthetic wire.*

## Meet Zoe

Zoe, a Treatment Coordinator in York, England, talks to us about her treatment with InVu Cosmetic Braces.

### **TPO: What made you decide to seek orthodontic treatment?**

**Zoe:** It was never offered to me as a child when I went to visit the dentist. Working in the industry, I decided it was something I wanted to change. I was getting quite conscious of my smile.

### **TPO: Why was aesthetic treatment important to you?**

**Zoe:** When I was working alongside patients and doing treatment plans with them, it was important I felt confident. They could see me going through the treatment, what it was like and they could see an end result for themselves.

### **TPO: What did your friends and family think of your braces?**

**Zoe:** They didn't notice them (InVu Cosmetic Braces) at all, which was great for me. I had to physically show my braces to friends and family members. At the end of treatment, they couldn't believe the results. I think people thought previously that I didn't need (braces), but then looking back on before and after photos, they were really pleased for me.

### **TPO: Finally, how has orthodontic treatment changed your life? Would you recommend InVu Cosmetic Braces to your friends and family?**

**Zoe:** It's absolutely changed my life, especially if we are doing photo shoots for the practice website or correspondence on referrals. I feel very comfortable. I also feel I can



*Zoe smiles for the camera after finishing her treatment.*

quite proudly smile to patients and say I've had treatment. I can see the results and so can my friends and family, I'm definitely pleased by that. I'd recommend treatment to anyone wanting to have it done.

## FEATURED PRODUCT

## Personalized Color-Matching Technology

Featured on InVu Cosmetic Braces



### A PERFECT MATCH FOR ANY PATIENT

TPO's exclusive ceramic technology has specially engineered optical properties that absorb certain wavelengths of light, enabling only the natural tooth color to show. InVu Cosmetic Braces feature Personalized Color-Matching Technology for a look that no other aesthetic braces can achieve. [Patients can learn more at InVuBraces.com](https://www.invubraces.com) or [scan the code](#).



## My Perfect Smile

TP Orthodontics East Coast Sales Manager, Alicia Gimmie, recently completed her Originator® Aligner Treatment and she loves her results.

### **TPO: How long was your treatment with the Originator Clear Aligner System?**

**Alicia:** I just finished my treatment with Dr. Chris Mattingly. It took about seven months. He was correcting lower anterior crowding. I had upper and lower crowding.

### **TPO: Have you had braces or orthodontic treatment before? If so, what was different about Originator?**

**Alicia:** No, but I've always had crowding I wanted to correct. It always kind of bothered me, but also I work in an industry where all we do is look at teeth and I thought it was a little hypocritical not to get treatment.

### **TPO: Did your friends notice your Originator?**

**Alicia:** They didn't notice unless I popped them out. I think it was a great marketing piece for my friends and also for other doctors. My sister decided to get treatment for her orthodontic relapse; she just got her impressions done.

### **TPO: How did the Originator feel?**

**Alicia:** They get more comfortable as you wear them. You're changing, it's an aggressive movement. I think it's one of the faster forms of treatment for minor corrections.

### **TPO: Would you recommend the Originator Clear Aligner System to your friends?**

**Alicia:** Absolutely, I think it's a really good aesthetic option. Especially for that relapse/minor anterior crowding or minor spacing, I think it's perfect. They're so simple to use. I think they're really effective.

They were really easy to clean. I popped a little denture cleaner in there and they came out clean and clear.

It's also about compliance, you have to wear them or it doesn't work.

### **TPO: Did you see a big difference in the appearance of your smile after using the Originator?**

**Alicia:** Absolutely, my teeth are looking great. They don't just look different, I actually feel a big difference in my bite. Even though it's only minor movement it changes everything.

### **TPO: What would you say to other adult patients considering orthodontic treatment?**

**Alicia:** I think these days it's so socially acceptable to have adult braces and to continually work on improving your appearance at any age. When I first started in the industry, I was looking at 60- and 70-year-olds getting treatment. Your bite doesn't just change your appearance, it affects your health. There are so many people who don't know about other problems that could be caused like Temporomandibular joint disorder, headaches and general health issues for your teeth.



## ABOUT THE ORIGINATOR

*Originator is a simple aesthetic system used to correct minor to moderate anterior crowding or spacing. Similar to traditional braces, Originator places force on anterior teeth allowing movement into desired positions. The movement is achieved incrementally through a series of clear aligner trays. Each tray generates up to 0.5 mm of movement.*

*Visit [Originator.TPOrtho.com](http://Originator.TPOrtho.com) to learn more.*