

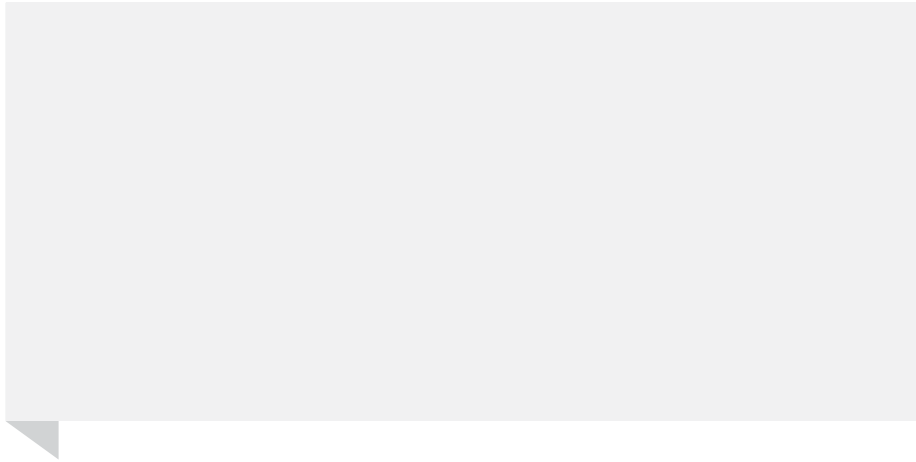


TP Orthodontics, Inc.

100 Center Plaza, La Porte, IN 46350-9672

INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

WINTER 2011

INSIDE NEWS

IN THIS ISSUE

- 1** Meet the Newest Preferred InVu Providers
- 2** The Switch to InVu: Three Years Later
Dr. Deborah Ferrer, Fort Lauderdale, FL
- 3** Orthodontists in the Community
Dr. Chris Mattingly, Louisville, KY
Dr. Kevin Theroux, Denver, CO
- 4** Special Recognition of Achievement
- 5** TP Orthodontics Around the Globe
Seminars in China
- 6** Click-It Aesthetic Self-Ligating Bracket System



"I believe it's very important for me to feel confident about my smile," writes Yhonnie, a patient from *Smile for a Lifetime*.

Welcome To *Inside News*, Issue 4

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 your patients.

In this issue, orthodontists and their staff talk about how they are creating change within their communities. We feature achievements from doctors throughout the orthodontics community and take a look at the recent TPO seminars in China. Also, Dr. Deborah Ferrer shares about her experience with InVu and tells us what her patients have to say about the bracket.

HAVE SOMETHING TO SHARE?

Is your practice unique? Do you have tips to share with colleagues? Are you doing something extraordinary outside of the office? Or have you changed a patient's life? Share your achievements with your peers around the globe. All submissions are responded to by the editor within five business days.

Contact us:

→ editor@tportho.com
→ 480-559-9443 (fax)

PREFERRED INVU PROVIDERS AROUND THE GLOBE

TPO Welcomes the Latest Preferred InVu Providers

Meet some of the orthodontists around the globe who are using InVu to expand their practice.



**Dr. Trent Nestman
& Dr. Albert Eng**
Commerce City, CO, USA

TPO welcomes Dr. Nestman and Dr. Eng, Preferred InVu Providers based in Colorado. Dr. Nestman is originally from Salt Lake City, UT. Dr. Eng is from Naperville, IL. Both orthodontists received their Doctor of Dental Surgery degrees and orthodontic specialty training at the University of Iowa.



Dr. Gary Hirsh
San Diego, CA, USA

TPO is proud to welcome Dr. Gary Hirsh as one of our distinguished, Preferred Providers. He and his wife reside in San Diego where he has practiced orthodontics for over 40 years. In his spare time Dr. Hirsh enjoys playing the drums and having family time with his two daughters and granddaughter, Ellie.



Dr. Kirk Nielson
Centennial, CO, USA

TPO is proud to welcome Dr. Kirk Nielson as one of our distinguished, Preferred Providers. He and his wife, Stephanie reside in Centennial where he has practiced orthodontics for over two decades. In his spare time Dr. Nielson enjoys family outings with his wife, children and granddaughter, Paisley.

The Switch to InVu®: Three Years Later

Dr. Deborah Ferrer, Fort Lauderdale, FL

Three years ago Dr. Ferrer's TPO account executive introduced her to InVu Aesthetic Brackets. Dr. Ferrer shares her InVu experience. She tells us what her patients have to say about InVu and explains how it compares to other brands she's used in the past.

TPO: How did you start using InVu and how long have you been using it?

Ferrer: I've been using InVu for about three years. I wasn't happy with the clear bracket I was using before because it was debonding a lot. I liked the color of InVu – how it matches the patient's tooth. I decided to try it and I've had very few brackets coming off.

TPO: What first attracted you to InVu Brackets and made you want to try them?

Ferrer: Originally I looked because I wasn't happy with the bracket I was using. They were breaking off a lot – causing patient emergencies. I tried InVu and I've been happy.

TPO: Do your patients like InVu?

Ferrer: A lot of the patients like them because they aren't so noticeable. They don't look fake like the sapphire ones and those were hard to get off. Most patients are dreading treatment and then they're surprised at how good it looks.

TPO: What's different about the look of the Personalized Color-Matching Technology?

Ferrer: Other brackets don't have the color technology that you have. I haven't seen any bracket do what InVu does. The way the brackets reflect light, they blend to adjust to the color of the teeth they're on.

TPO: How does InVu compare performance-wise to standard metal?

Ferrer: I haven't found my cases to be any slower.

TPO: How does the durability of InVu brackets compare to other ceramic brackets?

Ferrer: InVu stays on but comes off easily.

TPO: What's your overall opinion of InVu?

Ferrer: InVu goes on easily, comes off easily and looks good. Those are the main things orthodontists look for.

TPO: Would you recommend InVu Braces to your colleagues?

Ferrer: I would definitely recommend InVu to my colleagues. InVu stands above other brands on two points: the cosmetics of the bracket, which don't compare to any other bracket and how it stays on and comes off easily. I don't even want to try another bracket because I'm happy.



BIOGRAPHY

Dr. Deborah Ferrer is a member of the American Association of Orthodontists, Southern Association of Orthodontics and Florida Association of Orthodontics as well as the Fort Lauderdale Dental Study Club. Dr. Ferrer is active in the Alzheimer's Charity Foundation. She and her husband have two children, Julia and John.

→ We are proud to feature Dr. Ferrer as one of our Preferred InVu Orthodontists.



SEE MORE TESTIMONIALS ONLINE:

Readers can see what more orthodontists are saying about InVu Aesthetic Brackets by visiting InVu-Ortho.com.

Changing Lives and Smiles

Dr. Chris Mattingly, Louisville, KY

Dr. Chris Mattingly is always finding ways to help kids in Kentucky. Mattingly is on the local board for the *Smiles Change Lives* organization and is an active member of *Smile Kentucky!* When cases are severe enough, patients are treated at no charge.

He has been touched by patients he's met through the program. "One girl had a front tooth that had come in and stuck out right under her nose, covered in gum tissue," he recalls. "We brought her tooth down and in line with the others. She was the absolute, most darling patient. Just one of those cases you never forget."

Smile Kentucky! is a locally-based program, backed by the American Dental Association with the mission statement of fighting the most common disease affecting U.S. children, dental decay. Dr. Mattingly has played an active role in this mission since the organization was founded in 2002. "I started screening patients and doing some of the dentistry the day it started," Mattingly recalls.

The one-day treatment program works with local school districts to bring underprivileged students to the University of Louisville for dental treatment. Dentists and orthodontists screen thousands in grades 3 through 6 to determine who is in the most in need of assisted treatment. Up to 700 children are invited for treatment.

During the screening segment, *Smile Kentucky!* empowers the elementary school teachers to communicate the importance of oral hygiene. The organization provides local teachers with a dental curriculum. Every child at the schools involved receives a free tooth brush, toothpaste and reusable Pure Tap® water bottle.

Mattingly likes working with the *Smile Kentucky!* patients since many are apprehensive about seeing the dentist, having gone without regular treatment and cleanings each year. "They get to see that it's an enjoyable situation going to the dentist," Mattingly says. He volunteers with his wife, Dr. Jo Mattingly each year. "We love seeing these kids get help," he says.



BIOGRAPHY

Dr. Mattingly's orthodontic practice is based in Louisville, Kentucky where he lives with his wife, Jo and their two daughters. He enjoys golfing, biking and hiking in his spare time.

MAKE A DIFFERENCE

Readers looking to get involved and make a difference for children in Kentucky can learn more about Smile Kentucky! at www.smilekentucky.com.

TPO is Proud to Recognize Orthodontists from Around the Globe for their Excellence and Accomplishments

Dr. Thomas Chamberlain, Chandler, AZ

TPO recognizes Dr. Thomas Chamberlain for his outstanding dedication to philanthropy and oral health around the globe. Last fall Dr. Chamberlain provided care to children in need in Africa with *Hope Arising*, an organization working for a better future for children in Ethiopia.



Building a Better Community Starts with a Smile

Dr. Kevin Theroux, Denver, CO

In 2009, Dr. Kevin Theroux founded *Smile For A Lifetime* of Greater Denver. The organization with national chapters works with orthodontists to achieve its mission statement: “create self-confidence, inspire hope and change lives”.

Theroux’s unique program assures that *Smile For A Lifetime* goes beyond changing the lives of his patients – his patients help change the lives of other children. Each patient treated through the program contributes 40 hours to a project that directly benefits other children. Theresa Bakken, an administrative assistant at the practice has seen the program in action. “Dr. Theroux has said and research demonstrates, if you can get pre-teens involved with philanthropic work, they’re more likely to be involved in the future,” she says. “This helps our practice build a better community that is more sensitive to others.”

Mothers of Theroux’s patients, including Bakken, volunteer their time to the local branch. A Board of Directors comprised of volunteers helps in determining which children in need are selected for treatment.

Patients who apply provide a background of their work in the community.

Smile For A Lifetime of Greater Denver looks for patients with dramatic needs including severe bite issues. “It will literally change their lives to have their teeth fixed,” Bakken beams. “Some of the patients we’ve approved couldn’t really even smile (before treatment). Their treatment transforms the way they interact in the world.” Currently, Theroux has 19 patients undergoing treatment through the program, his goal is to start ten patients through the program annually.

The program changes lives of adolescents like Yhonnie, one of the patients Theroux is currently treating. “To be honest, I hate my smile and don’t like to show my teeth to anyone,” she writes on her treatment application. “It’s hard because I believe it’s very important for me to feel confident about my smile.” In return for her new smile, Yhonnie dedicated time to working with children at her local Red Shield camp. She helped with group activities, cooking, clean-up and mentoring other children.



BIOGRAPHY

Dr. Kevin Theroux is a member of the American Association of Orthodontists, Rocky Mountain Society of Orthodontists and the American Dental Association as well as the Colorado Dental Association. He has practiced orthodontics in Colorado for over a decade. In his spare time he enjoys hiking and playing tennis.

MAKE A DIFFERENCE

Do you practice in the Greater Colorado area? Readers looking to get involved and make a difference can learn more about Smile For A Lifetime at s4l.org.



Yhonnie, right, shows off her smile and her new braces.

TPO Seminars in China

During our seminars in Shanghai and Nanjing, TP Orthodontics was proud to feature keynote speaker, Dr. John Kaku. Kaku teaches at the Japanese Academy of Non-Extraction Orthodontics and is involved with the American Association of Orthodontists and both the Japan Orthodontic Society and the Japan Association of Adult Orthodontics.

TP Orthodontics was joined by doctors and students throughout the local orthodontics community, including Dr. Bing Fang, the Director of the Jaws and Orthodontics Department for the Shanghai Jiatong University 9th People's Hospital. The Chairman of the Shanghai Orthodontic Society and Vice Dean of the 9th People's Hospital, Dr. Gang Shen, was also in attendance.



In view of the growing demand for orthodontic treatment throughout the region, TP Orthodontics, China was established in 2005. Our mission in China is to deliver high quality, innovative treatment solutions to clinics, orthodontists and their patients. TP Orthodontics is passionate about making quality solutions available to our customers on every continent.

TP Orthodontics account executives Jaron Wang and Roy Huang with Sandra Hoefer, Vice President of Global Marketing and Sales, Bei Zhang, Corporate Marketing Manager, Ava Jiao, Marketing Supervisor and Sam Hu, Regional Sales Manager at the September Seminar.

FEATURED PRODUCT

Introducing Click-It[®], the first self-ligating bracket that gives you control at every phase of treatment.



Quick, Simple Wire Changes

Opens easily with use of forceps that apply no unilateral force and closes with light fingertip pressure. Smart jaw design uses “clicking” sound when bracket locks into place.



Total Control. Every Phase.

Unique, four-walled design combined with an exclusive nickel-titanium spring enables optimum archwire-to-slot interaction at every phase of treatment.



Breakthrough Aesthetic Design

100% ceramic face with no visible metal parts or clips. Blends with teeth using exclusive **Personalized Color-Matching Technology[®]**.

Learn how Click-It adjusts to the archwire, matching your treatment objectives every time. Call 800-348-8856, visit ClickIt.TPOrtho.com or scan the code.



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