



## **For Immediate Release**

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### **Dr. Alpan is Among the Select Orthodontists in the U.S. to Offer Hidden Braces™ From Lingualcare**

**(Editor's Summary)**

*Lingualcare Hidden Braces can make a difference in improving a patient's smile, self-esteem and confidence. That's what really matters.*

**Los Angeles, CA – December 06, 2004** — Dr. David Alpan is expanding his orthodontic practice in Los Angeles County, California, by offering “customized Hidden Braces™” that appeal to teenagers and adults seeking an aesthetic alternative to standard metal braces. This state-of-the-art treatment features 100% customized brackets and wires that are designed and fabricated using the latest in digital computer technology.

“We feel particularly fortunate to be one of very few practices in the immediate area offering Lingualcare Hidden Braces,” explains Dr. Alpan. “This is a unique orthodontic treatment option for a variety of reasons. For example, this system uses computer driven robotics to bend the wires and incorporate treatment we plan on a 3-D computer model. That is a huge advantage for orthodontics. Patients opt for Lingualcare because no one even knows they are wearing braces.” Besides the precision afforded to the orthodontist, Dr. Alpan points out that, “Hidden Braces has key advantages that teen and adult patients count as critical in their orthodontic decision-making: aesthetics and having choices. Plus, in a very short period of time patients adjust to wearing lingual braces.”

### Dr. Alpan Expands Orthodontic Options

According to Lea Nesbit, chief executive officer of Lingualcare, “We are very excited to have leading orthodontists like Dr. David Alpan on the select list to offer Lingualcare in the Los Angeles/Beverly Hills region. Our market varies from the corporate executive and professional, to a busy teen athlete who opts for our system to help improve a bad bite or a less than perfect smile.” Nesbit adds, “It is very rewarding to know that Hidden Braces can make a difference in improving someone’s smile, self-esteem and confidence. In the end that’s what really matters.

#### **About Dr. David Alpan:**

Dr. Alpan came to this area after graduating from UOP School of Dentistry in San Francisco and has been practicing orthodontics for six years, with offices in Los Angeles, Beverly Hills and Las Vegas, Nevada. Dr. Alpan has been offering patients the option of lingual braces for the past four years. He is enthused about Lingualcare’s Hidden Braces - its new technology and smaller brackets.

#### **About Lingualcare Hidden Braces**

Lingualcare Inc., headquartered in Dallas, Texas, promotes and provides North America’s first complete, customized lingual orthodontic system for teens and adults. Founded in October 2002, Lingualcare serves orthodontists, general dentists, and patients with excellent orthodontic products, training, services, and support. The company’s premier orthodontic Center of Excellence is open and fully operational.

<http://www.hiddenbraces.com>