

For Immediate Release

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Dr. Hickory and Dr. Selnick 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 self-esteem and confidence. That's what really matters.

Ellicott City, MD – September 21, 2004 — Dr. Wayne Hickory and Dr. Sandra Selnick are expanding their orthodontic practice in Howard County, Maryland 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 technologies.

“We feel particularly fortunate to be the only practice in the immediate area offering Lingualcare Hidden Braces,” explains Dr. Hickory. “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. Selnick 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, there is a very short period for adjusting to wearing lingual braces.”

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Hickory and Selnick Expand Orthodontic Options

According to Lea Nesbit, chief executive officer of Lingualcare, “We are very excited to have leading orthodontists like Dr. Hickory and Dr. Selnick on the select list to offer Lingualcare in the Baltimore 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 self-esteem and confidence. In the end that’s what really matters.

About Dr. Wayne Hickory and Dr. Sandra Selnick:

Dr. Hickory came to this area to teach orthodontics at the University of Maryland and has been practicing orthodontics for 20 years, with offices in Washington, DC, Bethesda, and Ellicott City. Dr. Selnick worked with Dr. Hickory during her orthodontic residency training and joined him in practice in Ellicott City. Dr. Selnick also served as staff orthodontist at the Children’s National Medical Center, Washington, DC.

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, dental professionals, 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>