



For Immediate Release

Media/Analyst Contact: Katrina Bawcom

Tel: 469.374.9233

katrina.bawcom@lingualcare.com

**Introducing Hidden Braces™ by Lingualcare, Inc.
To Straighten Teeth the Invisible Way**

New Hidden Braces for teens and adults use the latest technology to straighten teeth comfortably, efficiently and with great results

DALLAS, Texas – November 3, 2004 – Lingualcare, Inc., a provider of dental technologies and services is pleased to announce the availability of its new Hidden Braces™ in the United States. Now orthodontists across the nation can offer this new, exciting method for straightening teeth to their patients. Hidden Braces are the first 100% customized lingual (behind the teeth) appliance system for aesthetic orthodontic treatment. Hidden Braces are placed behind the teeth so they are virtually invisible. Previously only available on a limited basis, Hidden Braces are now available to doctors nationwide.

“Hidden Braces are an excellent alternative for patients who want straight teeth but do not want braces that show”, said Dr. Cliff Alexander, an orthodontist in Dallas, TX. “They are much more comfortable for patients than older lingual systems because the brackets are significantly smaller. I have been using Hidden Braces in my practice for about a year and my patients are very happy with both the results and the experience of wearing Hidden Braces” said Alexander. “They are easier on the practice too because we don’t have to bend as much wire and our check appointments are actually shorter.”

Hidden Braces are patient-specific, intelligent braces that mold to the patient’s dental anatomy and have each patient’s unique prescription built in. They are made using state of the art CAD/CAM and rapid prototyping technologies and designed to deliver efficient, effective treatment. The process starts with a high-definition PVS impression and set-up instructions provided by the orthodontist. Lingualcare’s laboratory technicians build a set-up and design brackets and wires in a computer. The brackets are designed to move the teeth to the ideal finished result. The brackets are delivered to the doctor in an indirect bonding tray for easy placement. A sequence of precisely bent archwires is fabricated and sent with the brackets. Doctors should not have to do any manual wire bending with this system.

“I would definitely recommend Hidden Braces to anyone who wants straighter teeth and a beautiful smile,” said Jaclymarie Sion, a patient from Dallas, Texas, “I have been wearing Hidden Braces for four months now and can see a dramatic change in the appearance of my teeth. It took only a week or so to get used to my new braces and since then I have had no problem speaking or eating.”

Hidden Braces are available from Lingualcare. Doctors who wish to try Hidden Braces need to take a certification course either on-line or attend one of the certification courses offered by Lingualcare across the United States. A complete list of training options can be found at www.hiddenbraces.com.

About Lingualcare, Hidden Braces™ for Teens and Adults:

Lingualcare Inc., headquartered in Dallas, 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 it is fully operational at 5304 Beltline Road, Dallas, Texas 75254 – For more information about Lingualcare or Hidden Braces please call 1.800.401.3001 or go to www.hiddenbraces.com.