Sample Opening:

“Our practice caters to the needs of busy patients and their families and we understand that everyone walking into our office is unique. Therefore, we focus on staying up to date with the latest in orthodontic technologies. This gives us the ability to offer unique treatment options, and experiences, for your unique needs.”

“What sets our office apart is that we’re one of the only orthodontic practices in the area with the ability to digitally customize every tooth movement, utilizing 3D Printing, which may lead to shorter treatment duration, fewer and shorter appointments, and healthier orthodontic treatment outcomes.”

Explaining LightForce (Show LightForce Typodont)

TC: “Standard wire and bracket treatment is a one size fits all approach. The standard orthodontic bracket does not fit teeth precisely because it’s made using outdated prefabricated molds that are used to make brackets for everyone. It doesn’t take into consideration the unique shape of your individual teeth.”

**The Result:** TC: “Orthodontic offices see patients more often because brackets debond occasionally, and they often need to make adjustments to the bracket positioning during treatment. With LightForce we may find you not having to make as many visits.”

TC: “Additionally, a standard bracket system comes with a one-size-fits-all generic prescription plan that doesn’t take into account your unique orthodontic condition.”

**The Result:** TC: “Patients may be in treatment for a longer duration resulting in more visits.”

TC: “It’s kind of like going shopping for clothes and the S, M, L, and XL never seem to fit quite right. They weren’t designed and made specifically for YOU. LightForce brackets are uniquely printed for YOU.”

TC: “LightForce combines the best software and 3D printing resulting in the elimination of the variables associated with the placement, prescription, and predictability of traditional orthodontic braces that have been the standard for decades. LightForce brackets are custom 3D printed to each patient's teeth with a custom prescription made unique for each patient's condition.”

**How it works:**

The LightForce workflow:

* Starts with a digital scan of your child.
* Dr. \_\_\_\_\_\_\_\_ creates a digital treatment plan that is fully customized to your needs with every tooth movement preprogrammed from the onset.
* The appliances (brackets) are then manufactured utilizing 3D printing for each tooth’s unique shape and intended movement.
* Prior to your child’s initial appointment, LightForce provides a 3D printed tray, custom to your child’s teeth, to place the 3D printed brackets in the exact position to make the treatment as efficient and effective as possible.”

Most people love the white brackets because of the colors of the elastic’s ‘pop’. I’ve had numerous patients say that the color is like Apple Airpods and since your teeth are white, they are less noticeable compared to metal braces.” The best part about being treated with LightForce is the expected outcome may result in fewer appointments and a more efficient treatment. This appliance gives us the best chance to move through treatment quicker, with a great experience for you along the way.”