

ORTHO-CARE UK LTD PRESS RELEASE

EXTRA COMFORT FOR ALL AGES OF BRACE WEARERS

COMFORTBRACE

An innovative, modern, effective alternative to *orthodontic brace wax*, *ComfortBrace* protects the mouth from the irritation and discomfort of metal braces.

This brand new product, which has been developed in the US, is proving to be very popular with fixed brace wearers. The clear, thin moldable

protective strips adhere to teeth and braces and significantly improve mouth

comfort by eliminating pain and irritation.



Commenting on finding *ComfortBrace*, *Ortho-Care* director Kelvin Scott said: "As soon as we saw this product we knew it was going to be really popular with brace wearers. It's so simple to use – just like a plaster –and the adhesive quality is exceptional. It's one of those products where you think why hasn't someone thought of this before.

"The strips can be worn for long periods, and they stay in place whether you're eating, drinking or sleeping and are impregnated with mint flavouring"

Wearers simply use scissors to cut the strip to size, peel off the backing, moisten their teeth with saliva or water and apply across

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their braces wrapping securely around brackets

and wires. The advanced adhesive technology ensures that the strips stay firmly in place forming a protective layer between the brace and lips.

ComfortBrace testers say the strips are far superior to brace wax because they stay in place, there is no need to reapply protection and *ComfortBrace* doesn't melt when enjoying hot foods and drinks. It is also really easy to remove, peeling off in one piece, with any adhesive residue simply washing off when brushing teeth.

PROVEN RESULTS

Laura Hopkins, a *ComfortBrace* tester said: "I have previously used brace wax but you have to keep putting more on during the day and then chip it out of your braces when you clean your teeth. *ComfortBrace* is so easy to use, it's just like a plaster, there's no mess. It sticks in place all day and is really comfortable – I used to have 5 or 6 ulcers in my mouth all the time before using the strips because of my braces but now I haven't got any at all."

ComfortBrace retails to patients at £19.50 for a box of 24 strips.

Orthodontic practices wishing to stock

ComfortBrace should contact Ortho-Care for discount pricing

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