



**FOR IMMEDIATE RELEASE**

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**Opal Orthodontics & The Clinical Advisory Panel**  
*A different kind of company*

**SOUTH JORDAN, Utah, February 10, 2010** – Since its inception, Opal Orthodontics has made a mark in the orthodontic world by being a different kind of company. To continue its tradition and uphold its commitment to quality, Opal Orthodontics established a Clinical Advisory Panel (CAP) group to oversee the development of innovative products.

“Opal Orthodontics established the Clinical Advisory Panel to ensure that its products are efficacious, innovation and important to the marketplace, said Opal Orthodontics’ Global Advocate Manager, Max Oldroyd. “The CAP group consists of some of the best, most diverse and experienced professionals in the industry”.

The CAP group is composed of 40 orthodontists with a variety of training and experience from around the country, including Dr. Richard McLaughlin, Dr. Paul Upatham, Dr. Christy M. Fortney, Dr. Terry McDonald, Dr. Robert Miller, and the Senior CAP member, Dr. Gerald Phipps. CAP members are directly involved in product development from initial concept through clinical evaluation, providing feedback and recommendations. The group meets on an ongoing basis pre and post product evaluation.

Feedback from the CAP group has influenced the development of Opal Orthodontics premier products, including: the mini-twin Avex bracket (both metal and ceramic), Opal Bond, and Opal Seal to ensure the continuation of quality products that meet the standards of the premier orthodontic office.

To find out more about Opal Orthodontics or the CAP group, please call 888-863-5883 or visit us online at [www.opalorthodontics.com](http://www.opalorthodontics.com).

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**About Opal Orthodontics**

Opal Orthodontics, a division of Ultradent Products, Inc., is a full-service orthodontic company committed to bringing new and innovative products to the orthodontic market. Opal Orthodontics products include bands and brackets, archwires, adhesives and homecare products designed to meet the demanding needs of today’s orthodontics practices. Opal Orthodontics is also a proud partner of the Susan G. Komen for the Cure in its fight to eliminate breast cancer. For more information about Opal Orthodontics, call (888) 863-5883 or visit [www.opalorthodontics.com](http://www.opalorthodontics.com).

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