

Bonding Tips:

- WildSmiles bracket placement and identification are similar to traditional mini-twin brackets.
- To accurately place the bracket, you must identify the vertical mark that runs incisal to gingival on the bracket (not the pad) between the mesial and distal tie-wings.
- When placed properly, the vertical mark should run along the long axis of the tooth and slot height should be placed as you would in your bracket system.
- A color change bonding adhesive is suggested when bonding WildSmiles. The color change adhesive is also suggested if there are areas around the bracket where you would like to leave a coating of bonding material to minimize plaque contact with the tooth surface.

Bracket Markings:

- The mesial gingival tie-wing has the number 1, 2 or 3 inscribed.
- Color coding dots on the distal gingival tie-wing identifies Central brackets with BLUE and Lateral brackets with RED. The distal gingival tie-wing also has a dot inscribed, in the event color coding is not present.
- Cuspid brackets have a hook on the distal gingival tie-wing.
- There is a vertical mark that runs incisal to gingival on the bracket (not the pad) between the mesial and distal tie-wings.



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(www.wildsmilesbraces.com/consult)



New Patient Appointment Suggested Scripting:

For Parents:

"We offer DesignerBraces! DesignerBraces are shaped brackets that make wearing braces fun. Take a look at this typodont and we will help you and your child pick the perfect shape for their braces experience!"

"We offer WildSmiles! These industry trusted shaped orthodontic brackets do not change the 'how' of orthodontic treatment but redefine the patient's braces experience by offering choice."

"WildSmiles make braces treatment unique to you and your child. They are the only brackets that give a choice in the appearance of your smile during your time in braces."

For Patients:

"WildSmiles makes it more fun for you to have braces. Check out these DesignerBraces and let us know which shape you want."

"What shape do you want? We offer lots of great choices like stars, footballs and flowers. Your braces can be fun!"

"WildSmiles will not change the time, quality or comfort of your treatment. They simply make braces fun!"

First 5 Steps For Marketing Success:

1. Display counter cards around the office and have the typodonts available in new patient rooms.
2. Use provided scripting to mention WildSmiles to every new patient.
3. Send a postcard, email or text to current and former patients announcing that you now offer WildSmiles.
4. In your waiting and consult rooms, share an iPad with our 'Design Your Smile' page loaded (wildsmilesbraces.com/design-your-smile).
5. Announce to referring dentists that you now offer WildSmiles.



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