

NOW you can have the smile you have always wanted

National Orthodontic Week will be celebrated during the week of 22 - 26 March 2010.

NOW events in your area

During NOW **Katz & Madhok Orthodontics** will be organising a series of events, visits to local school and lots of in-house fun including competitions, information on having braces, goody packs and lots more. You can find out more by visiting their website www.kmortho.co.uk

Orthodontics deals with the growth of the teeth, jaws and face. Nearly one million people of all ages started having orthodontic treatment last year in the UK. Orthodontics is all about creating a natural, healthy smile.

NOW is the brainchild of the British Orthodontic Society (BOS), a charity which promotes education, research and care of patients within orthodontics. The campaign has been created to focus attention on the ways the look and function of your teeth can be improved; providing you with clear, trustworthy and impartial information about orthodontic treatment and encouraging you to find out more ... NOW.

A new website www.nowsmile.org has been created to help you discover the National Orthodontic Week events taking place; find an orthodontist in your area; read 12 information leaflets produced by the BOS about different aspects of orthodontic treatment and enter a competition to win a digital photograph frame.

On the site you will find the results of a BOS survey conducted by You Gov' to discover consumer attitudes towards their mouths, smiles and appearances. You will also read some inspiring stories about how orthodontics has changed lives; how people have overcome bullying and depression thanks to their orthodontist and how one woman had treatment in her late 70's, who shows you it is never too late to get the natural healthy smile you have always wanted.

Britain is one of the only countries in the world where orthodontic treatment is available free on the NHS to young people under the age of 18, depending on the severity of their case. In addition, new technologies have meant that orthodontic treatment can now be discrete and more accessible to a wider range of people, no matter their age. To find out more NOW visit www.nowsmile.org