

As Seen In  
*O, The Oprah Magazine & Entrepreneur*

# Are Braces Disappearing?

Horsey Orthodontics named a  
“Center for Excellence” in cutting-edge  
invisible braces technology.



Gus Horsey, DDS, MS

**G**us Horsey, DDS, MS, is a native of Richmond, Virginia, and completed dental school at the University of North Carolina at Chapel Hill (DDS). He was accepted into the orthodontic residency program and awarded a Master of Science in Orthodontics (MS). Dr. Horsey is in private practice at Horsey Orthodontics in Richmond, Virginia, and also teaches orthodontics at Bon Secours Pediatric Dentistry Residency Program.

## Incognito Braces

Placed behind the teeth, Incognito™ Hidden Braces are a system of 100 percent customized brackets and wires that allow patients to smile confidently throughout treatment without the look of metal braces. Along with being discreet, Incognito Hidden Braces can treat all types of orthodontic cases.

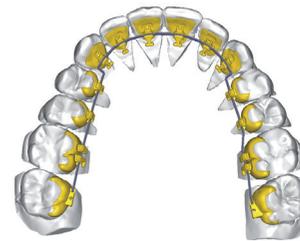
“Many patients, particularly teens and adult professionals, want straight teeth but prefer a less obtrusive treatment option,” says Dr. Horsey. “With Incognito Hidden Braces, I am able to expand the choices available for my patients and continue my standards for the highest quality treatment.”

“Many people want invisible orthodontic treatment but discover temporary straightening appliances like aligners won’t work for them,” says Bill Cruise, president of 3M™ Health Care. “We are pleased to have progressive orthodontists like Dr. Horsey offering Incognito Hidden Braces to ensure patients can get the treatment type they want and clinical outcome they need.”



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### Intelligent

**Step One:** Dr. Horsey will take a precise digital scan of your teeth to design your personalized treatment outcome.



### Individual

**Step Two:** 100 percent customized braces and wires are fabricated to fit the inside surface of your teeth.



### Invisible

**Step Three:** Your Incognito Hidden Braces are delivered to Dr. Horsey’s office for your bonding appointment.



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ORTHODONTICS

[horseyorthodontics.com](http://horseyorthodontics.com)