



British Lingual  
Orthodontic Society

### **From Hollywood to UK high streets, invisible braces are a moving force**

When a survey by Ipsos MORI showed that more than 70 per cent of people in England and Wales did not know invisible lingual braces are an option for teeth-straightening, the British Lingual Orthodontic Society decided it was time for more visibility.

BLOS has just launched a new leaflet which explains the lingual system and its benefits. The lingual technique was invented in the 1970s by two people: a Hollywood orthodontist who treated some Playboy Bunnies and a Japanese orthodontist who, at the same time, was giving martial arts combatants braces behind their teeth.

Initially made popular by stars of the screen, the stage and the catwalk, lingual braces are now being worn by anyone in the know who wants to avoid the embarrassment of visible braces on their teeth. The lingual technique is now a mainstream way of treating adults.

Paul Ward, Chairman of BLOS, is convinced that demand for lingual braces is going to increase further as more people find out about it. "Some people don't mind wearing train tracks but for those that do, the lingual system is a much easier and less embarrassing route to a new smile."

To download a copy of the leaflet, or to find out more about BLOS, go to [www.blos.co.uk](http://www.blos.co.uk)

