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## Building Upon Our Foundation

In the fast-paced digital world in which we live, change is all around us. We can order anything from anywhere at any time – all with a few clicks or swipes.

We at 3M Oral Care have embraced these ever-changing times to meet the needs of you, our customers. We have continued to invest, develop and promote the latest technology that will allow you to optimize the products we provide, so you can tend to the needs of your patients. Our products – including our 3M™ Clarity™ Aligners, the new 3M™ Oral Care portal or our most recent introduction, 3M™ Clarity™ Ultra Self-Ligating Brackets – have formed a comprehensive toolkit to allow you flexibility to design treatments your way, aligned with your patients' needs and desires.

While we continue to be at the forefront of technology, it is also imperative for us not to let all that technology overshadow the fundamentals of our business: our relationship with you – and our 70 years of orthodontic experience.

In this age of digital disruption, I want you to know that we continue to put our trust in you. We are confident that the art of your expertise will always precisely complement the rigorously tested and researched science that goes into each one of our products.

This belief helped spearhead our inaugural Excellere conferences last month. We hope you were able to join us for one of those events, either in San Diego or Madrid. Presented by our 3M™ Health Care Academy and our event partner, 3Shape, our mission was to introduce you, the orthodontic community, to new ways to drive efficiencies, influence positive patient experiences and improve practice profitability.

We hope all who attended found the conference to be both educational and inspirational. We strongly encourage you to join us again next year, as we look to make Excellere an annual tradition. We will be in Miami from Nov. 9-10, 2019 in the U.S. as well as in London, May 17-18, 2019. To learn more and to register for the conference in Miami, click the link below. We hope to see you at these future events... and if you enjoyed yourself this year, spread the word to your colleagues!

Thank you for your time and please enjoy our latest issue.

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