



Global Leaders in
Oral Healthcare

GLOH - new Swedish brand is revolutionizing modern orthodontics

First in the world, a new Swedish concept and a global brand for digital orthodontics; GLOH, was launched today at the EOS Congress Exhibition. GLOH revolutionizes the world orthodontics with digital technology and remote specialist treatment. Shorter treatment time, fewer visits to the dentist, high precision and better dental health, give benefits to both patients and caregivers.

The Swedish company OrtodontiAkademin launched the new brand in digital orthodontics, GLOH -Global Leaders in Oral Healthcare - today. The founder Dr. Anna Hajati, one of the world's leading specialists in digital orthodontics, is behind the innovation and has also developed the concept of the Nordic region's first digital clinic for orthodontics.

The new process is revolutionizing orthodontics worldwide. GLOH uses digital techniques such as scanning, X-ray and 3D simulation, secure handling of patient information combined with specialist networks and the involvement of the patient in the process and choice of braces. For Swedish caregivers the GLOH process will strengthen their orthodontic treatments and can shorten the long treatment queues in Sweden, but also in other countries.

- Orthodontics and dentistry in general is undergoing a paradigm shift with a rapid shift towards digital solutions. With GLOH we abandon the technology focus and will provide dental care where the patient is at the center and can influence the treatment. We have been able to shorten treatment time by about 30 percent while increasing accuracy. It provides the clinics the opportunity to help more patients, explains Dr. Anna Hajati.

GLOH will initially be distributed to dental clinics in Sweden and Europe through education, certification of specialists and licensing of the GLOH method, and then the method will be established in other parts of the world through its competence center in Stockholm.

- The GLOH method can be performed remotely via digital technology, which gives the caregiver access to qualified orthodontic specialists and a treatment that increases both accuracy and safety in the handling of



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patient information and provides life-long dental health, explains Dr. Anna Hajati.

- Clinics that certify and join GLOH will have access to the latest technology, a global network and specially developed e-services that provide clinicians the opportunity to perform orthodontic with specialists at hand remotely.

GLOH uses leading digital technologies from suppliers like Orametrix, Planmeca, 3-Shape, Tops and Kelisec, for secure communication of patient information.

For more information, please contact:

Elin Norlin, media contact GLOH

elin@comvision.se, +46 (0)70-279 86 40

About OrtodontiAkademin:

OrtodontiAkademin AB was founded by Dr. Anna Hajati 2009 and is one of the world's leading specialists in modern orthodontics and dental health. The company operates in three areas, Clinical Orthodontics, Competence and training in orthodontics and research and development of new methods in dentistry. The company also specializes in orthodontics at its clinic in Stockholm and remotely in collaboration with OA-certified dental clinics in Sweden and internationally. <http://ortodontiakademin.se>

About GLOH:

GLOH is a new Swedish brand and company in digital orthodontics and specialist dental healthcare. The company presents the GLOH method, a patient-focused digital treatment process in modern orthodontics, developed by OrtodontiAkademin. The Company is the parent company of OrtodontiAkademin and will establish its business concept and distance treatment in orthodontics initially in Sweden, Scandinavia, Europe, Middle East and USA. GLOH is headquartered in Stockholm and is led by CEO and founder Dr. Anna Hajati.

<http://www.gloh.org>