

## **It's official: 3 Visits to Iceland will improve your Smile**

*Strategic Partnership brings affordable dental procedures to millions in the USA*

Los Angeles, CA – Mar 15, 2011 – Nordic Smile – Iceland's premier cutting-edge dental facility, staffed by a world class team of dentists announced today their strategic partnership with ITA – Iceland's largest independent travel service provider.

Nordic Smile offers innovative implant treatment using advanced proven technology that has already brought a new smile to thousands of individuals worldwide. Now, headquartered in Iceland, they will be able to offer these same techniques to travelers from the USA, a mere 4 hour flight from the east coast, and others from around the world. Full implant procedures can take as little as 3 return trips to complete. *It's official: happy smiles and teeth guaranteed for up to 5 years after visiting Nordic Smile in Iceland.*

“By announcing this partnership today, ITA is able to offer an easy one-stop-shop for customers traveling to Iceland in order to benefit from the 30%-50% lower prices of these dental services,” said Yngvi Stefansson, CEO and President of ITA.

This will not only bring a new smile and confidence to many who thought this type of procedure was out of their financial reach, but it also brings peace of mind that they will receive the world's highest quality of dental treatment, easy on the wallet which gives great results.

We believe that the life-changing benefits of dental restoration should be available to a far larger percentage of the population. Through our new relationship with ITA booking and arranging these trips has never been easier. This will make a lasting impression to our clients and their families, said Anders Lindberg the dental expert and Jan Nilsson his Nordic Smile co-founder at their newly operational Reykjavik facility, adding:

“To the millions of potential patients who could benefit from these procedures, we expect to add them to our list of confident smiling happy faces everywhere, young and old - we also invite you to save money by coming to Iceland and visiting us soon!”

### **About Iceland Travel Assistance**

Founded In 2002, ITA has been successfully providing travelers to Iceland and Greenland with information, services, bookings and custom vacations. ITA strives to provide services with a personal touch, with creative and multilingual employees.

ITA cooperates with most of the Icelandic Tourist industry and therefore it can offer competitive prices, knowledge and quality service. For more information on its services visit: <http://www.ita.is> <http://www.incelandonline.com>  
<http://www.icelandtravel.com>

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### **About Nordic Smile**

The goal of Nordic Smile is to provide high quality dental implants at exceptionally low prices. Using only the best materials and the most state-of-the-art techniques, Nordic Smile's team of Swedish and Icelandic dentists will leave you smiling for years to come. Headquarters in Reykjavik, Iceland we provide full dental services to clients worldwide

For more information on services visit: <http://www.nordicsmile.com>

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