

# Key Facts about Invisalign®

**What Is Invisalign:** Invisalign is the invisible way to straighten teeth without braces. Invisalign uses a series of clear removable Aligners to straighten your teeth without metal wires or brackets. Invisalign has been proven effective in clinical research and in orthodontic and dental practices worldwide.

**How Invisalign Works:** Patients wear each set of Aligners for about 2 weeks, removing them only to eat, drink, brush, and floss.

As the patient replaces each Aligner with the next in the series, their teeth move—little by little, week by week—until they have straightened to the final position the orthodontist or dentist has prescribed.

Patients visit their orthodontist or dentist once every 6 weeks or so to ensure that treatment is progressing as planned, as to receive their next few sets of Aligners.

**Market Opportunity:** In the U.S. alone, more than 200 million individuals have some form of malocclusion. Each year, less than one percent of these individuals, or approximately two million Americans, enter orthodontic treatment, spending approximately \$7 billion in aggregate.

Invisalign is a compelling treatment alternative for most of the patients who would seek traditional orthodontic treatment. In addition, given the significant benefits of Invisalign, Align Technology has the opportunity to expand the U.S. orthodontic market by addressing the needs of millions of individuals who would not seek treatment with traditional appliances.

**Key Data:** More than **230,000 adults & teens in treatment** with Invisalign.

More than **10 million unique Aligners** manufactured.

**Average cost of treatment ranges from \$3500 to \$5500**; pricing is set by doctor and usually comparable to metal, clear or ceramic braces.

**Average treatment time is about a year.**

**Web site:** *www.invisalign.com* or *www.invisible.com* (for consumers).

**invisalign®**