

## The hygienic benefits of straighter teeth

### HEALTHIER GUMS

Properly positioned teeth are easier to brush and floss than teeth that are crowded, crooked, or spaced too far apart. Properly aligned teeth can help gums fit more tightly around them,<sup>1</sup> which may lead to better periodontal health.

### EASIER CLEANINGS

With maintenance of good oral hygiene, the chances of having plaque retention, tooth decay, or periodontal (gum) disease can be reduced.

### DECREASED RISK OF ABNORMAL WEAR

Properly aligned teeth can be less stressful on the supporting bone jaw joints.

### ORTHODONTIC TREATMENT COMPARISON

	INVISALIGN	BRACES
Treats a wide variety of cases	X	X
Straightens your teeth	X	X
Average cost is about \$5,000	X	X
Allows you to eat whatever foods you enjoy	X	
Allows you to remove when you want	X	
Enjoy virtually invisible teeth-straightening	X	
Brush and floss your teeth normally	X	
Consists of smooth, comfortable plastic	X	
Office visits only every four to six weeks	X	
Invisalign Teen: up to 6 free replacement aligners**	X	

<sup>1</sup> Ong et al., 1998 Boyd and Baumrind, 1992, Zachrisson and Zachrisson, 1972  
\*November 2010 Invisalign Patient Survey. \*\* Invisalign Teen only.

## SHOW THE WORLD WHO YOU REALLY ARE WITH INVISALIGN

### 96% Patient Satisfaction Rate\*

Over 1.3 million patients are smiling with confidence thanks to Invisalign. Without brackets or wires, Invisalign takes a modern approach to teeth straightening and is virtually invisible.

\*US Survey data 2009, Align Technology, Inc.

### Q HOW DOES INVISALIGN WORK?

A Invisalign takes a modern approach to straightening teeth, using a custom-made series of aligners created for you and only you. These aligners are made of smooth, comfortable and virtually invisible plastic that you simply wear over your teeth. Wearing the aligners will gradually and gently shift your teeth into place, based on the exact movements your dentist or orthodontist plans out for you. There are no metal brackets to attach and no wires to tighten. You simply pop in a new set of aligners approximately every two weeks, until your treatment is complete and you achieve the confident smile that you've always wanted. The best part about the whole process is that most people won't even know you're straightening your teeth.

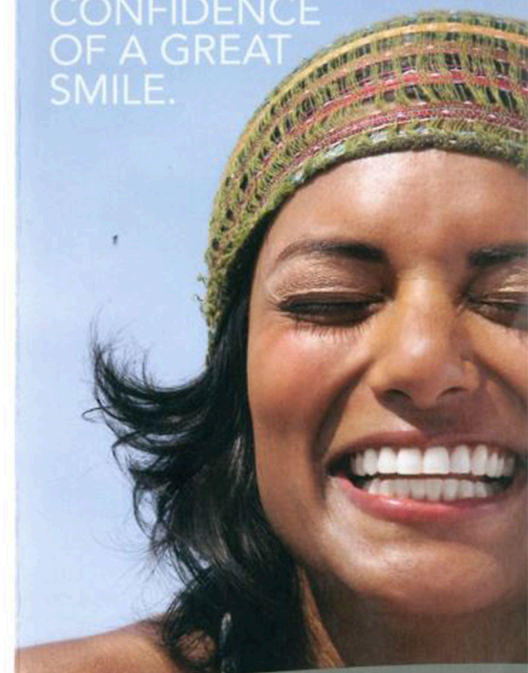
### Q HOW MUCH DOES INVISALIGN COST?

A In most cases, Invisalign treatment is comparable to the cost of traditional braces. However, as with other medical treatments, only your doctor can determine the cost, based on your specific needs. Other factors may include your treatment goals, the difficulty of your case, how long you are in treatment, where you live, your orthodontic insurance coverage, and additional factors determined by your dentist or orthodontist. In the U.S., the cost of Invisalign treatment ranges from \$3,500 to \$8,000, with the national average at about \$5,000.

### Q DOES INVISALIGN REALLY WORK?

A Yes. Over 1.3 millions patients with a wide variety of dental challenges have been treated with Invisalign. Invisalign was developed with orthodontists and used in dental practices worldwide.

GET THE  
CONFIDENCE  
OF A GREAT  
SMILE.



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The Clear Alternative to Braces