

Invisalign® Takes the Metal and Wires out of Braces:

Finally, Adults Wanting Straight Teeth Have Something to Smile About

50% of adult ages 25 to 49 (or 50 million) “wish their teeth were straighter,” yet only 4% of adults seek treatment annually. The main reason? Aesthetics. Adults don’t like wearing the mouth full of metal look. And now with Invisalign®, they don’t have to.

A Revolutionary Breakthrough

The Invisalign System™ through the application of cutting-edge 3-D computer graphics technology, straightens teeth using a series of clear, plastic, nearly invisible “aligners” that straighten teeth without the wires and brackets of traditional braces. “Just as contact lenses eliminated the need for unsightly spectacles sixty years ago – today, Invisalign eliminates the need for unsightly metal and wires and will forever change how people think about straightening their teeth,” says Kelsey Wirth, President of Align Technology. The Invisalign System has already gotten the attention of nearly half the orthodontists nationwide who are certified to use the system. And it’s no wonder that patients are now straightening their teeth the wireless way.

Now adults can have the smile they always wanted without the braces they’ve always dreaded. It’s a completely new, virtually invisible way of straightening teeth that adults prefer because Invisalign is:

- Nearly Invisible – so no one knows when you are straightening your teeth.
- More Comfortable –without the wires and brackets of traditional braces there is less abrasion in the mouth.
- Removable – so you can still eat what you want.
- More Hygienic - teeth can be easily brushed and flossed which helps promote healthy teeth and helps prevent gum disease.
- More Convenient – because a series of “aligners” are worn to straighten teeth instead of traditional metal braces there are fewer doctor visits because no “adjustments” are needed.

