



May 24, 2017

## **Align Technology Reaches 1 Million Invisalign Teenagers**

### **Invisalign Teens Growing 10X the Orthodontic Industry**

SAN JOSE, CA -- (Marketwired) -- 05/24/17 -- Align Technology, Inc. (NASDAQ: ALGN) today announced that 1 million teenage patients have now started treatment with Invisalign, the most advanced clear aligner system in the world. This is a significant accomplishment for the company and its more than 100,000 Invisalign-trained doctors, reflecting increasing preference for Invisalign clear aligners for teenage orthodontic treatment. The 1 millionth teenage patient is Marc Blair, an 11-year-old boy who is being treated by Dr. Nicole Clemente of Clemente Orthodontics, an Invisalign Top 1% practice in Ridgeview, New Jersey, U.S.A.

"I chose Invisalign aligners because I didn't want metal on my teeth," said Marc Blair. "Plus, I liked that I could take them off and eat anything, anytime too!"

"Teenagers make up 75% of the orthodontic market and represent a huge opportunity to drive continued growth for Align," said Raphael Pascaud, Align Technology Chief Marketing Officer. "We are thrilled that over 1 million teenagers and their parents have now chosen Invisalign clear aligners over metal braces. Reaching this milestone in conjunction with the launch of a new teen-focused Invisalign brand marketing campaign is very timely. Using targeted advertising and innovative collaborations, Align continues to challenge metal braces as the status quo method for straightening teeth by educating parents about the benefits of Invisalign clear aligners, while ensuring teenagers know Invisalign treatment is the best option for their lifestyle."

"We've had the privilege of treating Marc's dad James and his brother James Jr., so we weren't surprised when Marc's mom, Laura, brought him in for a consultation and asked for Invisalign treatment," said Dr. Clemente. "As one of only 225 Invisalign Top 1% practices in North America, we know first-hand how great Invisalign treatment is today for straightening teeth across a wide range of cases, from simple to complex malocclusions. Invisalign aligners are especially good for teenagers because they fit seamlessly into their busy schedules, without impacting their ability to perform, compete, or eat their favorite foods."

"Choosing Invisalign clear aligners over braces was easy," said Laura Blair, Marc's mom. "After watching the positive experience and seeing the great outcome my husband and older son had with Invisalign treatment and Vivera Retainers, I knew Marc would make the same choice. I'm not concerned about Marc wearing or losing his aligners because studies have shown that teens are more compliant than adults are when it comes to wearing aligners, and Invisalign Teen includes up to six free aligners."

Today, in connection with reaching its 1 millionth Invisalign teen patient, Align Technology is reaffirming its commitment to help provide treatment to children around the world born with cleft lip and cleft palate. To this end, Align will donate an additional \$1 to Operation Smile for every public share of a photo of a person's smile on Facebook, Twitter, or Instagram with the hashtag #1millionteensmiles, #4millionmiles -- for a total donation of up to \$1 million.\*

In September 2016, Align Technology announced that the 4 millionth patient had started Invisalign treatment. In April 2017, Align announced that 4.5 million patients had started treatment with Invisalign clear aligners. During the first quarter of 2017, 49 thousand teenagers started treatment with Invisalign clear aligners, an increase of 32 percent year-over-year. These results are roughly 10X the orthodontic industry growth rate of low- to mid-single digit percentage, reflecting substantially higher use by teenager patients and a positive indication of market share gains from metal braces.

#### ***About Align Technology, Inc.***

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

#### ***About the Invisalign® Clear Aligner System***

The Invisalign system is the most advanced clear aligner system in the world. Adults and teens now have a modern choice for straightening their teeth. Invisalign treatment consists of a series of custom, clear, removable aligners that gradually move teeth over time. No other clear aligner is backed by the data and experience of 4.5 million cases. Learn more and find a trained Invisalign provider at [www.invisalign.com](http://www.invisalign.com).

### ***About Operation Smile***

Operation Smile is an international medical charity that has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate or other facial deformities. It is one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care. Since 1982, Operation Smile has developed expertise in mobilizing volunteer medical teams to conduct surgical missions in resource-poor environments while adhering to the highest standards of care and safety. Operation Smile helps to fill the gap in providing access to safe, well-timed surgeries by partnering with hospitals, governments and ministries of health, training local medical personnel, and donating much-needed supplies and equipment to surgical sites around the world. Founded and based in Virginia, U.S., Operation Smile has extended its global reach to more than 60 countries through its network of credentialed surgeons, pediatricians, doctors, nurses, and student volunteers. For more information, visit [www.operationsmile.org](http://www.operationsmile.org).

*\* Align Technology donation pledge through March 3, 2018. To date, Align has donated US\$350 thousand to Operation Smile as part of the #3millionmiles campaign launched on March 3, 2015 and the #4millionmiles campaign launched on September 7, 2016. The #4millionmiles and #1millionteensmiles campaigns continue this pledge to Operation Smile. Facebook shares must be made public in order to trigger the donation. Restrictions apply. See the full terms and conditions at [Invisalign.com](http://Invisalign.com).*

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Source: Align Technology

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