

Align Technology is a publicly traded medical device company engaged in the design, manufacture and marketing of the Invisalign® system, the world's leading invisible orthodontic product, and the iTero® Intraoral scanning systems and services. Align Technology went public on the NASDAQ market under the trading symbol ALGN in January 2001.

## Invisalign® Clear Aligners Voted #1 Most Popular Wedding Beauty Treatment For Brides

August 8, 2018

**According to a New Study by RealSelf, Invisalign Product Reviews Contained the Largest Percentage of Wedding Preparation Mentions**

SAN JOSE, Calif., Aug. 8, 2018 /PRNewswire/ -- Align Technology, Inc. (NASDAQ: ALGN) today announced the results of a [new study](#) by *RealSelf*, recognizing Invisalign® clear aligners as the most popular non-surgical cosmetic treatment brides and grooms are choosing and reviewing on its website before their big day. The study analyzed reviews on the *RealSelf* website over the past year that mention wedding-related keywords and rank the treatments based on percentage of total reviews.



"With summer being the most popular season for weddings, the Invisalign brand is thrilled to be recognized on *RealSelf* as the top non-surgical treatment for brides-to-be. Everyone wants to feel confident on their big day, and with photography being one of the biggest investments couples make to capture those priceless moments and memories that will last a lifetime, it's important for brides and grooms to love their smiles," said Kamal Bhandal, senior director of consumer marketing for Align Technology. "This *RealSelf* study, and the attention it has received from wedding specific media outlets like [Brides](#), is a strong testament to the role we play in helping people feel confident about their smile on their wedding day and beyond."

"Invisalign [treatment] has given me so much confidence!" a 28-year-old bride-to-be wrote on *RealSelf*. "My boyfriend of 12 years proposed and the thought of not feeling confident with my smile on my wedding day horrified me, so I went to see about getting Invisalign [aligners]... Three weeks before I got married, my teeth are all straight and look amazing."

Invisalign treatment is an ideal solution for brides or grooms-to-be looking for the smile of their dreams for their big day. Regardless of how soon the wedding might be, results with Invisalign treatment can be visible in as little as three months\*. Whether the changes a bride or groom wants to make to their smile are minor or more involved, Invisalign clear aligners can be used to successfully treat simple to complex orthodontic conditions with treatment times now up to two times faster, with the ability to change aligners weekly compared to every two weeks\*\*.

### About RealSelf

[RealSelf](#) is the leading online marketplace for people to learn and share experiences about elective cosmetic procedures and connect with the right providers. Offering millions of photos and medical expert answers, 10 million people visit RealSelf each month to find out which treatments and providers live up to their promise of being "Worth It." From simple skincare to highly considered cosmetic surgery, RealSelf makes it easy to discover what's possible and find the right provider.

### 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 Invisalign® treatment

The Invisalign brand 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 more than 5.8 million cases. Learn more and find a trained Invisalign doctor at [www.invisalign.com](http://www.invisalign.com).

\*Treatment times vary.

\*\*At the discretion of the individual doctor.

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