



Align Technology Statement on Customer's Promotional Advertisement

November 9, 2023

Align Technology, the makers of Invisalign® brand clear aligners, recently learned of a customer's promotional advertisement that offers a free handgun or gun range membership to qualified new patients who begin Invisalign treatment. Invisalign trained doctors are independent practices and Align was not involved in the development or approval of this promotion by the dental practice, and only learned of it after the fact. For more than 25 years, Align has been helping doctors transform smiles and change lives through healthy beautiful smiles using Invisalign aligners, and this promotion does not reflect our brand purpose.