



Align Technology Launches Integrated Consumer Campaign and #Invisisforkids to Drive Awareness of How the Invisalign® Palatal Expander System Is a Better Option for Expanding a Child’s Narrow Palate to Make Room for Adult Teeth

April 8, 2024

The “Better Way” campaign to showcase how the Invisalign Palatal Expander System is a more positive patient experience and is just as effective as traditional metal expanders, but with less stress for kids and parents caused by having to manually crank open the metal expander every day.

The Invisalign Palatal Expander is a revolutionary removable 3D-printed appliance that is clinically proven to be safe and effective, is less painful than traditional metal expanders, and promotes better oral hygiene.

SAN JOSE, Calif. & TEMPE, Ariz. & TORONTO--(BUSINESS WIRE)--Apr. 8, 2024-- Align Technology, Inc. (NASDAQ: ALGN) a leading global medical device company that designs, manufactures, and sells the Invisalign® system of clear aligners, iTero™ intraoral scanners, and exocad™ CAD/CAM software for digital orthodontics and restorative dentistry, today announced the “Better Way” new advertising campaign for the Invisalign brand featuring the “Invis is for Kids” tagline and hashtag.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240408068093/en/>



The “Better Way” campaign, launched today across the United States and Canada, will inform parents that there is a new and better option for expanding a child’s narrow palate that is safe, clinically effective and without the pain and anxiety of traditional appliances. The integrated campaign will include targeted messages and materials for consumers and for doctors to drive awareness of early orthodontic intervention and that “Invis is for Kids.”

“As part of our ‘Invis is for Kids’ strategy to improve the orthodontic experience for children, we are excited to launch the ‘Better Way’ integrated consumer campaign to drive awareness of how the Invisalign® Palatal Expander System is a game-changer for expanding a child’s narrow palate,” said Kamal Bhandal, Align Technology vice president, Global Brand and Consumer Experience. “By sharing authentic experiences from parents whose kids have been treated by the Invisalign Palatal Expander System, as well as the first-hand experiences of patients and their doctors, our goal is to explain the benefits of the Invisalign Palatal Expander System as the product of choice for palatal expansion, through professional marketing material for doctors’ offices and digital media content to reach moms across social media, TV, email, and digital.”

The Invisalign Palatal Expander System is a modern and innovative direct 3D printed device based on proprietary and patented technology. Invisalign Palatal Expanders are intended for use in rapid expansion and subsequent holding of skeletal and/or dental narrow maxilla (upper jaw) with primary, mixed, or permanent dentition during treatment of patients. Combined with Invisalign First™ aligners, Invisalign Palatal Expanders provide doctors with a full early intervention treatment solution for Phase 1 treatment, an early interceptive orthodontic treatment for young patients. Phase 1 treatment is traditionally done through arch expanders or partial metal braces, before all permanent teeth have erupted – typically at ages 6 through 10.

The “Better Way” campaign launched on April 8 across the United States and Canada through videos on major digital platforms, a landing page, in-office focused parent collateral, and a targeted “Mom Influencers” social media campaign.

Key “Better Way” consumer messages for the Invisalign Palatal Expander System include:

The “Better Way” campaign to showcase how the Invisalign® Palatal Expander System is a more positive patient experience and is just as effective as traditional metal expanders, but with less stress for kids and parents caused by having to manually crank open the metal expander every day. (Photo: Business Wire)

- Say goodbye to daily screw-turning: Every set of expanders is custom-fit to your child’s mouth and 3D-printed for a sleek design, and a more comfortable¹ and less anxiety-inducing experience¹—for your child and for you.

- Clinically proven to be safe and effective.² The era of traditional expanders is over. The Invisalign Palatal Expander

System is the only FDA-cleared, removable palatal expander that's just as effective as traditional fixed expanders. [2](#)

- Removable for better oral hygiene.³ With no metal or wires in the way, your child can easily pop out the Invisalign Palatal Expander to brush and floss as usual.
1. Based on the survey in August 2023 in CAN of 10 Invisalign-trained orthodontists who participated in the Invisalign Palatal Expander System Technical Design Assessment and have treated at least 1 patient ages 6-11 years with IPE. Data on file at Align Technology, as of October 30, 2023.
 2. Based on data from a multi-site US IDE clinical study (n=29 subjects, ages 7-10 years) of expansion treatment with Invisalign® Palatal Expanders. Data on file at Align Technology, as of September 5, 2023.
 3. Data on file at Align Technology, as of September 5, 2023.

About the [Invisalign Palatal Expander System](#)

The Invisalign Palatal Expander System is a modern, innovative direct 3D printed orthodontic appliance designed based on proprietary and patented technology. The Invisalign Palatal Expander System is indicated for the orthodontic treatment of malocclusion. The system is used for the rapid expansion and subsequent holding of skeletal and/or dental narrow maxilla (upper jaw, dental arch and teeth, palate) with primary, mixed, or permanent dentition during orthodontic or orthopedic treatment in children or adolescents. In adults, it is to be used in conjunction with surgery or other interventions when necessary. Devices are 3D printed and are manufactured based on digital scan data from commercially available iTero® intraoral scanners offered by Align Technology, Ltd. The devices are removable and more hygienic than traditional appliances; manufactured to custom fit each patient's anatomy for optimal comfort and aesthetics, expanders fit comfortably in the patient's mouth and changed daily (no screw required).

The System is comprised of Invisalign Palatal Expanders (active expansion, each stage comes with a programmed expansion of up to 0.25mm/stage, changed daily or as per doctor's discretion) and Invisalign Palatal Holders (copies of the last stage of the expansion phase designed to hold the maxilla post-active expansion and changed every 2-4 weeks as directed by the treating doctor), Invisalign Attachment Templates and proprietary 3D shape generation software.

About Align Technology, Inc.

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, iTero™ intraoral scanners and services, and exocad™ CAD/CAM software. These technology building blocks enable enhanced digital orthodontic and restorative workflows to improve patient outcomes and practice efficiencies for over 256 thousand doctor customers and is key to accessing Align's 600 million consumer market opportunity worldwide. Over the past 27 years, Align has helped doctors treat approximately 17 million patients with the Invisalign system and is driving the evolution in digital dentistry through the Align Digital Platform™, our integrated suite of unique, proprietary technologies and services delivered as a seamless, end-to-end solution for patients and consumers, orthodontists and GP dentists, and lab/partners. Visit www.aligntech.com for more information.

For additional information about the Invisalign system or to find an Invisalign doctor in your area, please visit www.invisalign.com. For additional information about the iTero digital scanning system, please visit www.itero.com. For additional information about exocad dental CAD/CAM offerings and a list of exocad reseller partners, please visit www.exocad.com.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20240408068093/en/>

Align Technology
Madelyn Valente
(909) 833-5839
mvalente@aligntech.com

Zeno Group
Sarah Johnson
(828) 551-4201
sarah.johnson@zenogroup.com

Source: Align Technology, Inc.