



Align Technology Pilots U.S. Invisalign® Treatment Promotional Program on Costco.com

August 22, 2024

Costco members in the in the U.S. can purchase an Invisalign treatment e-card and Invisalign™ Essentials Bundle+ on [Costco.com](https://www.costco.com) for \$99.99 to receive a \$400 discount off Invisalign treatment with participating U.S. Invisalign providers

TEMPE, Ariz.--(BUSINESS WIRE)--Aug. 22, 2024-- Align Technology, Inc. ("Align") (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 restorative dentistry, today announced it is piloting a new U.S. Invisalign treatment promotional program for Costco members on [Costco.com](https://www.costco.com).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240822275001/en/>



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receive a kit that includes the Invisalign treatment e-card with a redemption code and an Invisalign Essentials Bundle+ valued at \$105.00 that includes an Invisalign Aligner Case, new Invisalign Cleaning Crystals+, Cleaning Foam, Cleaning Spray, Invisalign Aligner Seaters, and an Invisalign travel pouch.

"We are excited to offer this pilot program and connect Costco members and their families with Invisalign-trained dental and orthodontic practices," said John Morici, Align Technology executive vice president and chief financial officer. "The Invisalign treatment e-card program represents a key priority at Align, to give patients of all ages access to better smiles through Align's innovations and doctor-directed Invisalign treatment."

The Invisalign® System is prescribed to patients through Invisalign-trained orthodontists or general practitioner dentists. Over 18 million⁽¹⁾ patients worldwide, including more than 5 million⁽¹⁾ teenagers, have been treated with the Invisalign System, the most advanced clear aligner system in the world.⁽²⁾ Invisalign clear aligners are more comfortable⁽³⁾ than braces and Invisalign treatment is as effective⁽⁴⁾ as braces⁽⁵⁾ for a wide range of clinical situations to address simple to complex cases and post-treatment retention. Multiple studies have found that Invisalign treatment completed 5 months faster, on average, than treatment with fixed appliances.⁽⁶⁾

For more information or to purchase an Invisalign treatment e-card, please visit <https://www.costco.com/invisalign-400-e-card-with-essentials-bundle.product.4000292600.html>. Upon purchase, Costco members in the U.S. will be directed to register their e-card through my.invisalign.com/Costco and access a specialized site to find a participating U.S. Invisalign provider.

(1) Data on file at Align Technology, as of June 30, 2024

(2) Data on file at Align Technology, as of September 23, 2020

(3) *Study sponsored by Align Technology and based on adult Class I, nonextraction, mild to moderate crowding cases with SmartTrack material.

*David W. White, Katie C. Julien, Helder Jacob, Phillip M. Campbell and Peter H. Buschang, Discomfort associated with Invisalign and traditional brackets: A randomized, prospective trial. The Angle Orthodontist Nov 2017, Vol. 87, No. 6 pp. 801-808

(4) Comparable outcomes for majority of treatment types

(5) Based on a blind review of the outcomes of 60 adult and teen cases (30 treated with Invisalign aligners and 30 with braces) with similar complexities by a panel of 3 orthodontic professors. Data on file at Align Technology as of July 12, 2017.

(6) Gu, J et al. Evaluation of Invisalign treatment effectiveness and efficiency compared with conventional fixed appliances using the Peer Assessment Rating index. Am J Orthod Dentofacial Orthop February 2017;151:259-66, and Buschang, P et al. Comparative time efficiency of aligner therapy and conventional edgewise braces. Angle Orthodontist, Vol 84, No 3, 2014

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 266 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 over 18.2 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.

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