



Align Technology Launches Integrated Consumer and Professional Brand Campaign Focused on Invisalign® Treatment for Kids and Teens

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- New “Invisalign for Kids” brand consumer campaign educates parents of younger children about the benefits of Invisalign® clear aligners
- New Kids and Teens Invisalign “Growing Patients” professional campaign supports doctors with information including a full range of dedicated products, tools, and treatment options across the Invisalign portfolio that explains how Invisalign treatment specifically meets the needs of growing patients at the stages of their development
- New campaigns are part of Align’s year-long 20 million milestone celebration, and feature Invisalign innovation helping doctors transform over 5.8 million kids, teens, and growing patient smiles

TEMPE, Ariz.--(BUSINESS WIRE)--Jun. 17, 2025-- 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 digital orthodontics and restorative dentistry, today announced integrated global professional and consumer campaigns to highlight the unique needs of growing patients and treatment options for meeting those needs and creating new smiles with the Invisalign clear aligner system.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250617477921/en/>



New “Invisalign for Kids” brand consumer campaign educates parents of younger children about the benefits of Invisalign® clear aligners.

“We are proud to launch these complementary Invisalign® brand campaigns about the kid and teen-friendly orthodontic solutions from the #1 doctor-recommended clear aligner brand,¹” said Kamal Bhandal, senior vice president,

Global Brand, Consumer and Americas Marketing. “Our new “Invisalign for Kids” brand consumer campaign is designed to increase awareness with parents that Invisalign aligners are an effective solution for kids and educate parents about the benefits of Invisalign treatment for kids and teens, including Invisalign® Palatal Expander System, Invisalign First™, Invisalign® System with mandibular advancement, as well as Invisalign® Virtual Care to help parents monitor progress – all designed to deliver predictable results and a positive experience for growing children.”

The aspects of Invisalign treatment, from Phase 1 to comprehensive Phase 2, to retention are designed for predictable results and a positive experience while addressing the unique needs of growing children. And with Invisalign aligners, children can enjoy their favorite foods, keep up their oral hygiene, maintain an active lifestyle, and smile and build their confidence.

At the same time, our companion Invisalign “Growing Patients” professional campaign provides doctors with information and awareness about the dedicated range of Invisalign treatment options designed specifically for children and teens from well-established products such as Invisalign First™ aligners to the latest additions in the growing patient product portfolio, including the Invisalign® Palatal Expander System and Invisalign® System with mandibular advancement featuring occlusal blocks (“MAOB”).

Doctors can use the Invisalign System to treat nearly any orthodontic case, from children through teens to adults, at the different stages of their growth. Even with some baby teeth, it may be the perfect time for children ages 6 to 10 to start Phase 1 orthodontic treatment. According to the American Association of Orthodontists (“AAO”), children should get screened by an orthodontist by age 7.²

Phase 1 treatment takes advantage of a child’s normal development to help bones in the face and mouth grow correctly and reduce the need for more extensive treatment later. Once most permanent teeth are in place, Phase 2 treatment focuses on ensuring teeth are in their proper place for a healthy bite and a pleasing appearance.³

“As kids and teens age and grow, orthodontic treatment needs to address both tooth movement and dental facial orthopedic or skeletal movement,” said Dr. Mitra Derakhshan, executive vice president, chief clinical officer, Global Treatment Planning and Clinical Services. “As the leader in digital orthodontics, Align has developed an extensive end-to-end portfolio that helps doctors treat a range of case types including the most complex cases, and growing patients and kids as young as 6. I believe our new “Invisalign for Kids” brand and “Growing Patients” campaigns will help increase confidence in Invisalign treatment for the largest segment of the orthodontic market and drive further adoption among growing patients.”

This latest announcement is part of Align’s long-term investment in the growing patients’ segment of the market which has included multiple innovation milestones over 20 million smiles.

Overview of Invisalign products for growing patients:

- 2008: Invisalign® Teen – Teen specific features to address patient compliance, natural eruption of permanent teeth, and root-movement control – issues that are common in treatment of younger patients.
- 2017: Invisalign® System with mandibular advancement – the first clear aligner solution designed for simultaneous Class II correction and alignment in growing tween and teen patients and Invisalign® System with mandibular advancement

featuring enhanced precision wings.

- 2018: Invisalign First™ – the first clear aligner treatment with features designed specifically to address a broad range of indications in mixed-dentition patients, including shorter clinical crowns, management of erupting dentition, and predictable dental arch expansion.
- 2023: Invisalign® Palatal Expander System –Align’s first direct 3D printed orthodontic device, provides a safe, comfortable, and clinically effective⁴ alternative to traditional palatal expanders that require manually turning a screw in the device in the mouth daily to achieve skeletal expansion.
- 2025: Invisalign® System with mandibular advancement featuring occlusal blocks – Align’s first clear aligner product with integrated solid occlusal blocks that delivers predictable mandibular advancement. Invisalign occlusal blocks provide durability, improve engagement, and enable vertical opening to offer earlier advancement of the mandible in cases like Class II deep bite to improve treatment efficiency.

“Our commitment is to support our doctors in treating patients through every step of their journey – from first visit to a lasting smile. More than 28 years of anonymized data from more than 20 million Invisalign® patients treated globally have helped Align develop our integrated suite of innovative products and solutions that enable doctors to treat patients over their continuum of care,” said Michael Smith, Align vice president, Product Management. “This new integrated campaign highlights the unique product offerings within our growing patient portfolio and how we are innovating in digital orthodontics to empower doctors to transform smiles and change lives.”

1. Based on a global survey of 1,786 doctors (dentists and orthodontists who use clear aligners) by IQVIA in NA, EMEA, LATAM, and APAC. *Data on File at Align Technology, as of June 30, 2022.*

2. American Association of Orthodontists. The Right Time: When Should Your Child See an Orthodontist? (<https://aaoinfo.org/whats-trending/when-should-your-child-see-an-orthodontist/>) Accessed 2/26/24.

3. American Association of Orthodontists. Embarking on a Two Phase Orthodontic Adventure (<https://aaoinfo.org/whats-trending/6-facts-about-two-phase-treatment/>) Accessed 2/28/24.

4. Based on a survey in August 2023 in Canada of 10 Invisalign trained orthodontists who participated in the Invisalign Palatal Expander System Technical Design Assessment and have treated at least 1 patient age 6-11 years with IPE. *Data on file at Align Technology, Inc. as of October 30, 2023.*

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 281.4 thousand doctor customers and are key to accessing Align’s 600 million consumer market opportunity worldwide. Over the past 28 years, Align has helped doctors treat over 20.1 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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