



Read about the 5  
benefits of Invisalign

# 5 Benefits of Invisalign



Innovative dentistry means more choices, greater comfort, and better results are available for you. A confident smile with straight, healthy teeth has never been easier. And the payoff of a smile might be far greater than you ever realized.

In 2010, a fascinating study at Wayne State University looked at baseball cards photos of Major League players in 1952. The study discovered that the span of a player's smile correlated with the span of his life! Players who didn't smile in their photographs lived an average of only 72.9 years, while players with genuine smiles stretched their lifespan to an average of 79.9 years.

Many other factors contribute to longevity and health, but smiles play an influential role. While many pursuits and expenditures give us brief periods of pleasure, taking care of our smile contributes to a lifetime of benefits.

Invisalign's history follows that of a tech company more than a dental service provider. Cutting-edge design technology and automated production facilities set a high bar for any industry. Our history helping patients with this remarkable system continues to evolve, producing outstanding results for a broad range of cases.

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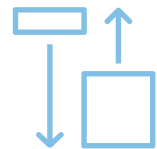
## Benefits not found with traditional braces

We've observed benefits for Invisalign patients not found with the use of traditional braces. Here are 5 ways clear aligners make your life easier during treatment:

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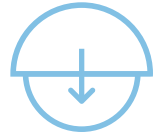
### 01 Removable Design

This benefit seems apparent, but think about the difference. Metal braces attach to the teeth throughout treatment, but aligners can be popped out any time for eating and cleaning. While wires snag chunks of lettuce, aligners keep you eating normally. Plus, you can brush and floss like you normally do without trying to work around lots of hardware. Aligners worn 22 hours each day will move your teeth as predicted, so a couple of hours of freedom makes life a lot easier.



## 02 Excellent Comfort

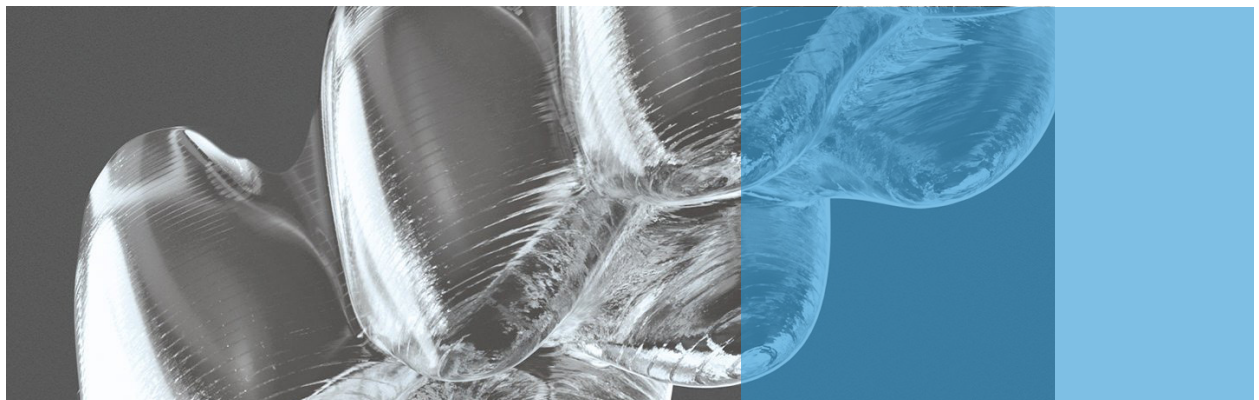
Discomfort from braces results for a couple of reasons. First, metal pieces rubbing against fragile cheeks and lips may create sores and cuts. Second, the pressure generated by wires and elastics pushes on teeth with significant force, leaving many patients unable to chew normally for a few days after a visit. By contrast, the smooth, polished surface of the medical-grade plastic used for aligners is relatively easy for the tongue and cheeks to tolerate. And since you switch to a new aligner every two weeks, the amount of force applied to the teeth at one time is more subtle.



## Invisible Profile 03



The joy of clear aligners is the number one draw to Invisalign for most patients. Thousands of patients who've avoided braces for years have found the answer to a straighter smile with this system.



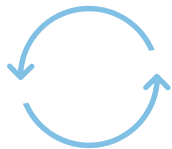
## 04 Short Treatment Time

There's no guarantee that Invisalign works faster than braces, but many cases finish up in half the time! Models of your teeth are scanned into a sophisticated CAD software program developed in the Silicon Valley. With the help of the proprietary program and Invisalign's technicians, our doctor analyzes the predicted course of treatment. Modifications to increase the efficiency of tooth movement are built into the case at the beginning, providing a pre-programmed course of treatment. This helps shorten treatment time, with an average duration of one year in many cases.



## Easy Maintenance and Follow-up

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With braces, brackets pop loose and wires break. A few extra visits for repairs during treatment are usually added to the schedule. With Invisalign, minimal maintenance is needed, and periodic check-up visits don't take long. Also, retainers after treatment look similar to Invisalign aligners. So popping retainers in at night already fits the routine and mindset of Invisalign patients. And consistent retention protects every orthodontic case.