Align extends Invisalign offering for GDPs

With its Invisalign system, Align Technology provides one of the leading solutions on the clear aligner market. The company has now introduced Invisalign Go, a new aesthetic tooth-straightening product, with which it aims to make the solution accessible to more clinicians in the UK.

Designed specifically for general dentists, Invisalign Go can treat mild crowding, spacing, orthodontic relapse and other aesthetic tooth misalignment cases. It will be available for single-arch or dual-arch treatments, ranging from £655 to £875, making it a realistic treatment option for GDPs, the manufacturer said.

Align promises that patients can achieve Invisalign smiles in as little as seven months with Invisalign Go. Users will be able to easily identify suitable patients for treatment with new case assessment software that can be fully integrated into an existing digital dental workflow and works both with polyvinyl siloxane impressions and Align Technology’s intra-oral scanner, the iTero Element, as well as 3M True Definition and CEREC Omnicam (Dentsply Sirona).

As part of the new Invisalign Go system, dentists are provided with an appointment plan that gives task-level guidance with specific and detailed processes to be performed at each appointment. Owing to a progress assessment tool, the technology furthermore allows clinicians to upload new intra-oral photographs and receive confirmation of whether the case is progressing as planned at any time during treatment.

A specially set-up website at www.invisalign-go.co.uk provides more information for those practitioners interested in signing up for the system. Invisalign also offers a training program, available to users and non-users of the system, that includes both online and live sessions that provide hands-on tips and techniques on Invisalign Go digital photography, impressions, interproximal reduction and attachments. Furthermore, the company gives clinicians access to an extensive continuing education program that is aimed at supporting them throughout their Invisalign Go treatments.

The Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Lite, and Vivera Retainers. In addition to the Invisalign System, Align Technology manufactures and markets 3-D digital scanning products and services for orthodontic and restorative dentistry, including the iTero including the iTero element intraoral scanner and OrthoCAD software. For additional information, please visit www.invisalign.com.

Website pushes technology for cosmetic treatment simulation at home

Polls have shown that a significant number of Brits are considering cosmetic procedures to improve their appearance. In order to guide them in their decision-making process, patient education website ComparetheTreatement.com has recently launched a new simulation tool that promises to show consumers what they would look like after treatment.

According to the website, the Visualizers are the only technology in the UK that can simulate cosmetic surgical and non-surgical treatment outcomes with or without clothes. Users simply select the treatment option, upload a current photograph and enter their contact information. They then receive a free digitally created before and after photograph by e-mail within 24 hours. The company said that the tool was developed for prospective patients who are thinking about having procedures such as cosmetic dentistry done, but are not ready to commit to a consultation with a professional for various reasons.

“Aesthetic procedures are becoming mainstream in consumer consciousness. Yet many people who could benefit from treatment don’t because they simply can’t imagine how they’ll look afterwards, so don’t pursue it,” said the website’s founder, Tim Molony. “With our aesthetic treatment visualizers, people get a better understanding of what they could achieve before committing to the procedure. It’s simply an extension of our aim to help consumers to make confident treatment decisions.”

“We also aim to take away the fear factor in choosing cosmetic treatments and clinicians by providing people with face-to-face contact with surgeons and evidence-based web information,” he further explained.

The Visualizer tool will be available exclusively on www.comparethetreatment.com. Launched in 2015, the website claims to be a safe and informative platform for everything concerning cosmetic surgery, covering over 250 treatments, ranging from smile makeovers to all-out plastic surgery.