Invisalign innovation: improved clinical results for a broader range of patients

In the 10 years since the commercial launch of the Invisalign® system, Align Technology has continuously worked to improve Invisalign products to deliver the outcomes patients desire and clinicians expect. Today, with more than 1 million patients treated, the Invisalign system enjoys broad acceptance as an effective, in-demand treatment option.

Yet despite the demonstrated efficacy of Invisalign and numerous advances in treatment over the years, the Invisalign system has remained in many ways a first-generation product.

That is about to change. This fall, Align introduced innovative new and improved features in all Invisalign products, representing a significant leap forward in Invisalign treatment. The product improvements are based in part on extensive Align customer research that determined that only 15 percent of dentists were using top performing attachment material, and attachment material delivers greater bond strength, wear resistance, accuracy and ease of use. Previously, attachment material was selected based on the patient’s personal preference, and Align research determined that only 15 percent of dentists were using top performing materials for their attachments.

Clinicians can still use materials of their own choosing, but Align now offers these top performing materials as part of a convenient kit.

“We believe that all of these product improvements, as well as our commitment to constant innovation, will give doctors greater confidence in what they can achieve with Invisalign, and help deliver the outcomes they expect in more clinical situations,” said Sheila Tan, Align’s vice president and chief marketing officer.

Thus far, customer feedback supports Align’s belief.

“Learning about the improvements in anterior extrusion expanded the applicability of the Invisalign appliance for me,” said Douglas D. Boucher, DDS, a general dentist practicing in Menlo Park, Calif. “I feel a lot more confident in clinical outcomes moving forward.”

The new features are available in Invisalign, Invisalign Teen, Invisalign Assist and Invisalign Express.

For more information on Invisalign products and the new and improved features, please visit www.aligntechnology.com/improvements.

*Data on file at Align Technology