He added: "Orthodontists are conservative by nature, and teen cases make up the majority of their cases. We expect the product to ramp gradually over time as orthodontists experience outstanding clinical results with a product that we know can deliver."

Features

In addition to the features included in Invisalign Full, the Invisalign Teen product adds compliance indicators, Power Ridges and eruption compensation to its aligners. It also provides up to six individual arch replacement aligners free (to compensate for aligners that can easily get lost behind in school cafeterias or during social activities).

Compliance indicators are small, encapsulated disks of a human-growth-dye vaccine, which act as an approximate gauge of patient wear. Located in two different spots over the second molars, the disks fade from dark blue to light blue or clear over the course of two weeks when exposed to heat (body temperature) and fluid (saliva). The indicators are also used as a baseline measurement of the patient’s usage.

In many cases, both dots will not fade at the same rate; the degree of fading will vary due to individual salivation levels and wear-time. This color-changing technology provides orthodontists, parents and patients with a visible gauge of compliance. However, practitioners will still use fit as a primary indicator of patient wear.

Though it is up to each orthodontist to prescribe how many hours per day a patient should wear the aligner, generally it is at least 20 to 22 hours per day, being removed only to eat, drink or practice dental hygiene. Removing it for “special events” is also fine but should be done rarely.

According to consumer research conducted by Align, Invisalign is the most recognized orthodontic brand by teenagers aged 15 to 17; two-thirds of respondents in the same age group indicated that Invisalign would be their first choice of orthodontic treatment.

Invisalign Teen is strongly preferred by parents when compared to wire braces as a treatment option for their teens. • 80 percent of the time, parents selected Invisalign Teen over traditional braces.1

• 52 percent of parents most likely go to another practice if Invisalign were not offered.1

Interest in Invisalign Teen may expand the pool of patients that seek treatment.

Based on responses from their parents, 20 to 25 percent of children not interested in traditional braces would be interested in orthodontic treatment with Invisalign Teen.2

The study reveals that parents understand and appreciate Invisalign Teen’s unique features. It is:

• less visible,

• more comfortable,

• more acceptable to the child,

• easier to maintain.

Invisalign Teen presents tremendous potential and profitability for growing an orthodontist’s practice because it appears to be a huge hit with 9- to 17-year-olds.

Extras and advantages

We all know kids sometimes seem prone to mishaps, like accidentally throwing out their retainers in the school lunchroom. To help ensure continuous aligner wear — and to achieve a desirable end result — Align includes up to six free individual-arch replacement aligners to compensate for aligner loss or breakage during active treatment.

“We recognize how easy it might be for an aligner to get lost during a teen’s hectic day, so replacement aligners will help ensure that compliance doesn’t become a stumbling block during treatment,” said Zoromski.

Another huge advantage is good hygiene; because Invisalign is removable, it is much easier for patients to brush and floss. And from a parent standpoint, this is obviously great,” said Align’s General Manager of New Products Liz Newman.

Special cleaning crystals are available, and they remove plaque and stains from the aligners. Each time the patient brushes his or her teeth, it is recommended that he or she also use a toothbrush and toothpaste to brush the aligner. The crystals should be used once a week and come with easy-to-follow instructions.

Integrating this high-tech treatment into your practice gives your patients more options and gives you the ability to provide patient care that utilizes cutting-edge technology.

What teens (and their parents) are saying

“So far, the feedback has been very positive,” said Newman. “People have seen the efforts Align has made to really address the needs that orthodontists have for their patients’ treatment. We listened to what they said they needed for their patients, and we have now provided them with what they asked for. Very much a product that is tailored for orthodontists, Invisalign Teen has many tools that orthodontists have long used to treat teen-specific issues. Only with this product, those key features are now all in one place.”

Teens are smiling about Invisalign Teen because:

• They look great. In their yearbook, on Facebook or in family photos, it will be hard for people to tell they're wearing the aligners. Even in person, they're virtually impossible to see.

• They're cool. Why be insecure about ugly metal braces at a party, a prom or an interview?

• They're easy to maintain. When it's time to eat, brush or floss, simply remove the aligner. And, unlike metal braces, aligners can be removed so the patient can eat whatever he or she chooses: pizza, apples, popcorn ...

• They're more comfortable. Invisalign Teen aligners are made of lightweight plastic and custom-fit snugly around the teeth. And teens won't have to worry about the irritation and inconvenience of metal braces.

• They're simple to remove. When it comes to sports, meals, parties and playing musical instruments, Invisalign Teen aligners are easy to pop out and put right back in.

Parents are smiling about Invisalign Teen because:

• They want what's best for their child. Invisalign Teen can help build a teen’s confidence — a beautiful smile may enhance chances to succeed during social, educational and career events.

• Because the aligners are removable, it's easier for teens to brush, floss and practice excellent dental hygiene. Helping to avoid the tooth decay that’s sometimes associated with metal braces.

• Perhaps best of all, Invisalign Teen aligners work. They use the same Invisalign technology that doctors worldwide have used to treat more than 750,000 patients who have wanted better smiles.

References

1. Based on a national survey of parents of teens that are in treatment or considering treatment (N=1,101). Assumes doctor is trained in both products and they are similarly priced and reimbursed.

2. Based on a national survey of parents of teens that are considering or may consider orthodontic treatment for their child (N=850). Assumes doctor is trained in both products and they are similarly priced and reimbursed.

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