

Visible Result

UNLOCKING AN ENORMOUS MARKET



Align is Focused Squarely on Our Customers

The key to unlocking this market potential is the understanding not only of how Invisalign benefits the patient, but of how the product ultimately benefits our customers — the orthodontist and general practice dentist. Far from mutually exclusive, the interests of these groups are coincident, and in fact, each will ultimately rely upon the other to maximize this new market: orthodontists, our core customers, will drive market penetration and establish the standard of care through their special expertise and clinical leadership, and GP dentists will contribute to overall growth of the market through daily interface with their patients.