

# Align Technology Inc. – United States and Brazil

## Invisalign Growth Forecasts Weaken

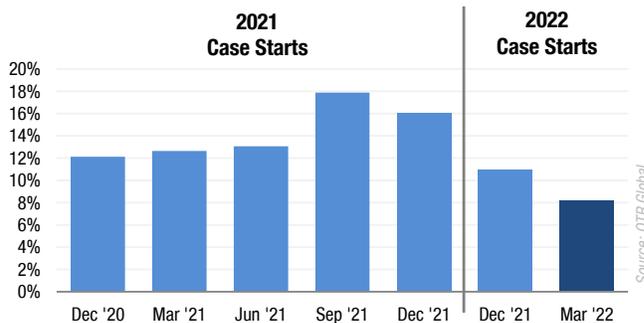
**U.S. and Brazilian Invisalign providers have lowered their 2022 case start growth estimates since December, following a slow start to the year caused by economic concerns and a shift in consumers' spending priorities.**

- U.S.: 1Q22 Invisalign inquiries increased qq for just 9 of 36 sources (vs. 18 of 37 in December); 1Q22 case starts still mostly meeting expectations, but only 4 of 36 exceeding (vs. 9 of 37 in 4Q21)
- U.S.: 2022 ALGN case starts expected up 6%–11% yy (vs. 8%–13% in December), worsening for 10 of 36 sources; economic concerns hindering Invisalign case starts for 10 sources (vs. 2 in December)
- U.S.: Invisalign still gaining share vs. braces for 14 of 28 orthodontic sources; 35%–40% of orthodontic sources' teen patients choosing Invisalign (stable vs. December)
- Brazil: 2022 case start forecasts worse vs. December for 5 of 10 sources following difficult 1Q22; providers growing frustrated as ALGN offering less support than in past
- Area to Watch: ALGN continues to remain in dominant competitive position in the U.S. and Brazil, even as competitive landscape expands in Brazil

### KEY DATA

#### U.S. Invisalign Case Start Forecasts YY

(weighted average)



BY AIMEE HIRSCH

### SOURCES & BACKGROUND

**47 providers of clear orthodontic aligners**, comprising 36 Invisalign providers and 1 former provider in the United States (28 orthodontic practices and 9 dental practices), representing more than 5,500 Invisalign case starts in 2021, and 10 Invisalign providers in Brazil, representing more than 450 case starts in 2021

**REPEAT SOURCES** 27 (21 in the United States and 6 in Brazil) from OTR Global's December report

**INTERVIEWS** Feb. 15 through March 3

**AVERAGES** Weighted according to total Invisalign cases started in 2021, when appropriate

“It has been a slow start to the year. For practices like ours in a more blue-collar area, economic concerns are affecting inquiries and case starts. It's inflation, it's the economy. Discretionary spending is down. If you only have a couple extra hundred dollars a month, you might cut out Invisalign.”

*U.S. orthodontist*

“The beginning of the year has been terrible. There are not only economic issues, but people are eager to travel after two years of isolation. On top of that, we had an unexpected increase in the number of omicron cases.”

*Brazilian orthodontist*

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## UNITED STATES

### Economic pressures hampering demand

#### U.S. Invisalign Case Starts vs. Expectations

(number of sources)

	1Q21	2Q21	3Q21	4Q21	1Q22
Exceeding	11	18	15	9	4
Meeting	26	21	20	23	26
Falling below	2	-	4	5	6
OTR Comparative Index	23	46	28	11	-6

Note: The OTR Comparative Index is a quantitative representation of qualitative responses. The Index is calculated by subtracting the “worse” from the “better” responses, dividing by the total responses and multiplying by 100. An Index below zero indicates a negative trend; above zero indicates a positive trend.

U.S. providers of **Align Technology Inc.**'s Invisalign clear orthodontic aligners reported slowing trends during 1Q22, which most attributed to economic pressure and shifting spending priorities. “It has been a slow start to the year. For practices like ours in a more blue-collar area, economic concerns are affecting inquiries and case starts. It's inflation, it's the economy. Discretionary spending is down. If you only have a couple extra hundred dollars a month, you might cut out Invisalign,” an orthodontist said. Inquiries from prospective Invisalign patients improved for only nine of 36 sources during the past 90 days (compared with 18 of 37 in OTR Global's December report). As a result, while most sources continued to meet their 1Q21 case start expectations, only four of 36 exceeded, compared with nine of 27 exceeding expectations in 1Q21. “We've had fewer case starts due to less government money. People are watching discretionary spending more closely and only opting for necessary treatments,” a dental office manager said.

Case start conversion rates for Invisalign inquiries also were slightly softer than in December. “Conversion hasn't fallen off because the patients who are coming in are committed, but the number of new patients is down,” an orthodontist said. Another said, “[Our conversion rate] hasn't changed a lot, but I think it has become a little more challenging. For most of last year, it was like shooting fish in a barrel. People came in and they were ready to start. Now, we are seeing more people that are just dipping their toe in to see if they are interested. I don't know if that is because of the economy, people starting to travel again and spend more on entertainment, or some combination.”

#### U.S. Invisalign Demand Trends During Past 90 Days

(number of sources)

	INQUIRIES		CONVERSION RATES	
	DEC	MAR	DEC	MAR
Increased/Improved	18	9	11	7
Same	15	20	21	26
Decreased/Worsened	4	7	5	3
OTR Comparative Index	38	6	16	11

The pandemic has not had a major impact on Invisalign demand for most sources during 1Q22, and just five of 36 said the pandemic hindered Invisalign demand, similar to OTR Global's findings in December. “COVID is not hurting us at all now. I think people are just over it and want to live their lives now,” an orthodontic treatment coordinator said. Some sources who said the omicron wave hurt their Invisalign business at the end of 4Q21 said demand has not rebounded strongly. “Last

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quarter, we had the spike in COVID to deal with, and now Invisalign case starts have not picked up yet. Financial uncertainty is really keeping things looking the same as late last quarter: slow,” an orthodontic treatment coordinator said.

## 2022 case start forecasts moderate

Sources expect their 2022 Invisalign case starts to increase an average 6%–11% yy, worse than their estimate of 8%–13% in OTR Global's December report. (Findings capture estimates from providers who have been offering Invisalign for at least one year and do not include growth from newly opened Invisalign practices.) “Our 2022 Invisalign forecast is down from last quarter because demand and inquiries have leveled off, and last year our case starts were way up,” an orthodontic treatment coordinator said. Ten of 36 sources lowered their 2022 forecasts during the past 90 days, and most blamed the economy. “We originally had higher expectations for 2022, but we are tapering them off with a slower start to 1Q. Financial issues still plague the area our patients live in, and not as many people are going forward with cases as we had anticipated,” an orthodontic treatment coordinator said.

Ten of 36 sources said the economy was hindering Invisalign demand, compared with just two in OTR Global's December report. Shifting consumer spending priorities exacerbated the issue. “There has been a lot of talk already about inflation and the economy. I think there is also pent-up demand for travel. We had a ton of patients go to Disney World recently. People will take care of their kids, but most of my Invisalign patients are adults. They may put off treatment if other things get in the way,” an orthodontist said. Four sources who noted patients had elevated economic concerns said it has not yet affected their 2022 Invisalign case start forecasts. “So far, demand hasn't slowed down. Who knows what will happen once people start traveling again and eating out like they used to. They have less to spend on personal care. But we are in an area with a lot of tech companies with high-paying jobs and good insurance. A lot of them are interested in improving their appearance,” an orthodontist said.

Although economic concerns and shifting spending priorities have dampened 2022 estimates, sources expect many of the same demand drivers from last year to continue to help their Invisalign business in 2022. Sources said Invisalign continues to benefit from its low-touch model as well as patients' desire to improve their appearance, which were both boosted by the pandemic. “People are still coming and saying that they are not happy with the way they look on Zoom calls and they want to start treatment. People are on Zoom for business now and they are also on Zoom calls with family. Depending on what happens with the economy, I think we will have an increase in cases [yy],” an orthodontic treatment coordinator said. An orthodontic office administrator said, “Interest remains really strong, and I predict it will go up compared to last year. With masks gone and people returning to normal life, there will be a spike in peoples' interest in their appearance.”

In addition, sources said Invisalign has cemented its position at the top of the clear aligner market and said the brand's reputation, along with advertising, would aid 2022 case starts. “There really is no other brand of clear aligners that is easily recognized and takes the mystery out of clear corrections,” a treatment coordinator said. Another said, “Invisalign is the only brand of clear orthodontics we offer here, and we encourage patients who can receive Invisalign treatment to do so. Patients already recognize the brand, and with our advertisements and encouragement, they really trust the product.” An orthodontist said, “Invisalign has marketed itself in every manner globally. People come in and use the word Invisalign. In their mind, it's like saying, ‘Can you pass me a Kleenex?’ Even when people don't know what it is, they know the name.”

## U.S. 2022 Invisalign Case Start Forecasts vs. 90 Days Ago

(number of sources)

Improved	9
Same	17
Worsened	10
March average	Up 6%–11% YY
December forecast	Up 8%–13% YY

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## Invisalign still gaining vs. braces

Despite economic concerns tempering the 2022 case start forecast, Invisalign continues to gain share against braces at most orthodontic practices. “We have seen Invisalign gain from metal braces — primarily among adults — simply due to how noninvasive it is. For most adults, Invisalign is a household name and extremely well respected,” a treatment coordinator said. Another said, “Invisalign is slowly becoming the preferred method of orthodontic treatment, though cost and economic situations for families remain a barrier for many patients.” Unlike in OTR Global’s January report on Invisalign in China, sources did not report patients trading down to braces because of price. “The vast majority of the time, the whole orthodontic market is elective. People are only going to do it if the money is there,” an orthodontist said.

## Invisalign still not discounting

Most sources said Invisalign is not offering any discounts beyond its typical volume discounts, though eight of 35 said their practice offers its own discounts to patients, similar to OTR Global’s December findings. Four sources said their practices offer Invisalign for a similar price to braces. “We don’t offer any specific discounts, but we do keep the price similar to braces,” a treatment coordinator said. Another said, “We offer our clear aligners for the same price as traditional braces. Patients that are shopping around tend to join our practice for this reason.”

Two sources mentioned Align’s subscription program, which allows providers to pre-purchase a set number of aligners, as mentioned in OTR Global’s December report. One source mentioned Align has added a \$15 shipping fee for aligners. “Invisalign added a \$15 shipping charge recently. For some high volume providers, that could really add up,” an orthodontist said.

## Teen demand stable

On average, 35%–40% of orthodontic sources’ teen cases were treated with Invisalign during the past 90 days, similar to findings in OTR Global’s December report. Overall, sources said most teens — especially older teens — want Invisalign for the aesthetics, but compliance and cost still hold back teen adoption for some. “Most teens want the clear aligners for vanity’s sake, but compliance is still an issue. Teen adoption has been rising, though, as parents become more confident in the efficacy of the product and the ability of their kids to follow the routine,” an orthodontist office manager said. A treatment coordinator said, “Teenagers are definitely preferring Invisalign over standard metal braces, but it has not grown much recently. Parents are careful with money and only willing to do Invisalign if the price point will be similar to braces.” Another said, “Teen use is growing a bit thanks to Invisalign blasting social media — especially [Meta Platforms Inc.’s] Instagram — with more ads than ever before. Teens don’t want a face full of metal any more than adults do.”

## Competition remains limited

As in December, Invisalign’s competition in the United States remains minimal. The majority of sources (28 of 36) only use Invisalign, and 29 said other Invisalign providers were their main competition. Just eight Invisalign providers offer a clear aligner brand other than Invisalign, mostly in a minority of cases or only for simple corrections.

Four sources each offer **3M Co.’s** Clarity and Ormco’s Spark (owned by **Envista Holdings Corp.**), as in December. “Ormco’s Spark aligners are used by the practice, but not very often. The price to

## Invisalign Market Share vs. Traditional Metal Braces This Year

(number of sources)

Gaining	14
Maintaining	10
Losing	4
Not applicable	9

## Invisalign Adoption by Teens

(number of sources)

Increasing	8
Staying the same	15
Decreasing	4

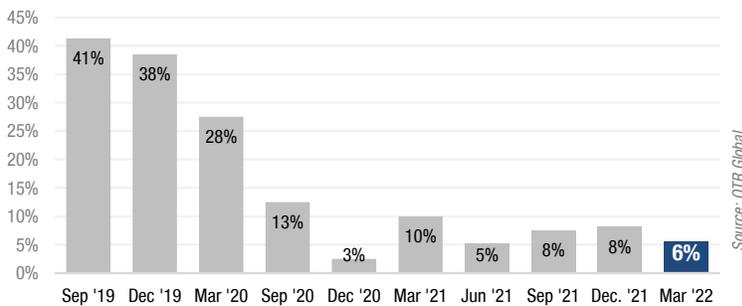
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the patients is almost the same, and they are virtually unknown to our patients,” an orthodontic office manager said. In addition, 35 of 37 sources are no more open to other aligner products than they were in December. “We tried 3M Clarity aligners, but ultimately decided to exclusively offer Invisalign. We just felt that Invisalign is a higher-quality product with better manipulation,” an orthodontic practice administrator said.

Two sources recently started working with **uLab Systems Inc.** to create in-house aligners, primarily to closer control treatment plans and costs. “We are just getting started with in-house aligners and uLab. It is a way for me to take back some of my time if I’m not having to deal with people from Invisalign for the treatment plans. And it costs a lot less once we learn the system,” an orthodontist said.

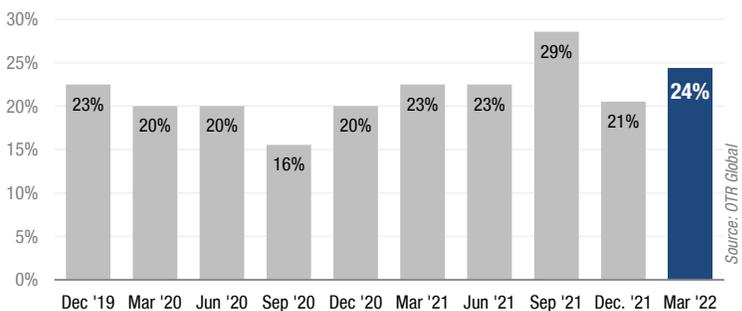
### Providers Citing SmileDirectClub as a Main Source of Competition

(percentage of Invisalign sources)



### Invisalign Providers Offering Competing Aligners

(percentage of Invisalign sources)



The percentage of sources citing direct-to-consumer brand **SmileDirectClub Inc.** as their main source of competition remains low, and far below SmileDirectClub’s peak in September 2019. “Honestly, SmileDirectClub is a joke. We get calls really often from people who gave SDC a try and ultimately were unhappy with the results. It isn’t that SDC messes teeth up, it’s just that SDC doesn’t do a good enough job on delivering the results it promises,” an orthodontic office administrator said.

### Scanner purchases steady

Three of 36 Invisalign providers said they purchased an iTero scanner in the past three months, while another two plan to purchase one in the next year, similar to OTR Global’s findings in December. Sources with recent or planned purchases said they are buying an iTero to meet case start demand or upgrade old machines. “We have two iTero scanners — one for each office — and both are older models. We are pushing to upgrade at least one of the two machines,” a dental practice’s office manager said.

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One office manager whose dental practice bought an iTero in the past six months said they have been happy with the iTero 5D. “We have two iTero scanners, and one of them is the newer 5D model. The dentist loves the 5D. It’s really fast, and he can use it for stuff outside of orthodontic scans,” the source said.

## BRAZIL

### 2022 estimates falter with economy

Brazilian Invisalign providers said 1Q22 case starts have been weak, falling below expectations for five of 10. Sources said multiple factors coincided to create a difficult 1Q22 environment for their Invisalign business, including growing economic concerns, the omicron variant surge, shifting of spending to travel and traditional Q1 expenses in Brazil, which include school supplies and taxes. “The beginning of the year has been terrible. There are not only economic issues, but people are eager to travel after two years of isolation. On top of that, we had an unexpected increase in the number of omicron cases,” an orthodontist said. Another said, “Economic issues are impacting consumers’ pockets. At the same time, there are many expenses in 1Q — school supplies, real estate tax, road tax.” Another said, “Today, my main competitor is people’s desire to travel again. During the pandemic, they had nothing to spend on, so they decided to fix their teeth.”

As a result, 2022 case start estimates have worsened since December for five of 10 sources. Brazilian sources now expect case starts to increase 4%–9% yy on average, compared with estimates of 18%–23% in December. (The deterioration among repeat sources was 800 basis points.) “I will be happy if case starts are the same as last year. As it started very weak, I don’t know if I will be able to recover during a year that has presidential elections and serious economic issues,” an orthodontist said. Another said, “I’ll be glad if I have flat case starts in 2022. I survived the pandemic very well, but now I see an accumulation of economic problems. People are having more financial difficulties. I am very worried because I have invested a lot in my consulting rooms, remodeling all four rooms.”

Brazilian sources said the factors likely to help their Invisalign business in 2022 were primarily Invisalign’s appearance, comfort and brand reputation. “More and more people are getting to know the Invisalign brand. The more convinced they are, the more willing they are to spend a lot of money on treatment,” an orthodontist said. In addition, Invisalign’s partnerships with Brazilian banks have continued. (In December, two sources were concerned about those programs ending.) “Bank partnerships are fundamental. Today, all my patients pay their treatment through bank partnerships,” an orthodontist said.

**Teen Demand:** The growing teen market was also cited as a factor likely to aid their 2022 Invisalign case starts, as seven of nine said teen adoption is increasing at their practice. “With the return of social interaction, I see a potential for growth. The teenager sees his friends at school or at the club using Invisalign, so they also want to use it. The marketing on social media also drives a lot of attention.” Another said, “Despite this weak quarter, I still believe there’s space to grow in the teen market. Teenagers today are opinionated. They choose what aligner they want — different from the past when parents imposed their choices.”

### Some frustration with Align

Brazilian sources reported increasing frustration with what they feel is growing pressure from Align to meet volume targets with decreasing support from the company. “Invisalign is turning things difficult for us. They increased the number of cases you need to achieve a higher tier. I’m tired of

#### Brazilian Providers’ 1Q22 Invisalign Case Starts vs. Expectations

(number of sources)

Exceeding	1
Meeting	4
Falling below	5

#### Brazilian 2022 Invisalign Case Start Forecasts vs. 90 Days Ago

(number of sources)

Improved	2
Remained the same	3
Worsened	5

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their pressure to close cases, meet goals. I end up working too much and decreasing my profit margin to sell the treatment,” an orthodontist said. Another said, “I believe Invisalign could do more for us. My territory manager doesn’t offer me anything.” Another said, “Align still hasn’t made any big marketing moves like they did in previous years. In 2021, they decreased the number of cases needed to move up the tiers, and in 2020, they gave ClinCheck free for four months.” In addition, two sources said Align increased priced by about 11% at the beginning of the year.

**iTero Scanners:** Currently, six of 10 Brazilian sources own an iTero, with one noting that he would likely rent if he were to upgrade his current machine. Another source who reported renting an iTero scanner in OTR Global’s December has since returned it. After having initial success with the scanner increasing her case starts, the provider determined it was not worth the money. “I rented an iTero, but I’m returning it because the cost/benefit is too high. Since I don’t only do Invisalign, the rental price of 5,200 reais per month is too expensive.” Another source plans to purchase his first iTero in the next 12 months.

## Invisalign still fending off competition

Despite its other issues, Invisalign has maintained its strong competitive position in Brazil. Although sources mentioned others in the expanding competitive landscape — including **Straumann Holding AG**’s ClearCorrect as well as Brazilian brands **Compass Diagnostic Planning and Dental Prototyping S.A.**’s OrthoAligner, **Smart Aligner** and **Ezaligner** — nine of 10 sources only use Invisalign because of its high quality. “There is still no aligner that can compete with Invisalign. I hope there will be one soon, because it will be good for all providers. Today, there are some brands with lower prices, but also with lower quality,” an orthodontist said. “I don’t use another aligner brand, but the competition is starting to move. The biggest competitor is still the Compass OrthoAligner, but two other brands contacted me this week wanting to show their aligners.”

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## ON DEMAND

“It all comes down to cost — now more than ever — with prices on everything needed to live going up. Cosmetic corrections sometimes have to take a back seat to food, clothing and shelter.” *U.S. orthodontic office manager*

“Invisalign is the only option we have for clear orthodontic aligners, so our patients are limited by choice, but 95% of inquiries are specifically about Invisalign anyway. The convenience and aesthetic value coupled with brand recognition will always help Invisalign.” *U.S. orthodontist office manager*

“Cost is the No. 1 reason why people do not start clear aligners right away after the consultation. Many eventually come back when their finances are stronger.” *U.S. orthodontic treatment coordinator*

“Most people that come in asking for clear aligners are adults. The main thing they like is the ease of use. They love that they can take the trays out of their mouth when they eat. Word of mouth is the main way we are getting new patients in.” *U.S. orthodontic treatment coordinator*

“I think people are getting a little more concerned about extra expenses. Everything costs more now, and they don’t have as much disposable income.” *U.S. orthodontic treatment coordinator*

“The thing that most people love about Invisalign is obviously how unobtrusive it is, and the biggest boost we saw in inquiries and conversion rates was immediately following the removal of our region’s mask mandate last year.” *U.S. dental office manager*

“We have been seeing more older adults lately than we usually do — people in their sixties. I am not sure why. They are getting referred by their dentists and they are concerned about their bites.” *U.S. orthodontic treatment coordinator*

“Many of my patients come from failed treatments. I know and they also know that Invisalign is the best on the market.” *Brazilian orthodontist*

“Older people are beginning to look for Invisalign. As parties and events are taking place again, more people are coming to the office to fix their teeth.” *Brazilian orthodontist*

“In January, my clinic was sometimes full of patients, and sometimes there was no one at all because of a surge of omicron cases. I even had omicron myself and was forced to close the clinic.” *Brazilian orthodontist*

“I’ve been observing this worsening trend since December. I think it’s because with the decrease of the pandemic, people started to travel again.” *Brazilian orthodontist*

## ON THE TEEN MARKET

“Parents and patients come in asking for Invisalign more often than for traditional braces.” *U.S. orthodontic office manager*

“We are still seeing more than half of the younger population asking for colored braces. Most of the teens that are choosing Invisalign have friends with clear aligners, and they tend to be older teens.” *U.S. orthodontic treatment coordinator*

“Teens are back in school wanting to join the band and sports that require removable braces — Invisalign.” *U.S. orthodontic office manager*

“Invisalign is perfect for teenagers over 14 years old because they want to improve their looks and have responsibility to use the aligner properly. Also, many teenagers have been treated with brackets, but some teeth have become crooked and they are now coming back to fix them with Invisalign.” *Brazilian orthodontist*

## ON COMPETITION

“DTC is not competition. The only real competition is orthodontists, but we try to market ourselves to patients as a one-stop shop, where you can get your dental work done along with your aligner work done, and this works well for us.” *U.S. dental office manager*

“We have looked at other brands in the past, but their systems just aren’t as advanced as Invisalign. Recently, 3M and uLab reps visited and really promoted their aligners, but we weren’t interested.” *U.S. treatment coordinator*

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“Every day, Invisalign monopolizes the market more and more, and you have to accept what they dictate. I remember when I first joined them; for one year, I had courses, study groups, support. They took me by the hand and taught me everything at no cost, all paid by them. Now, as they have grown so much and have hundreds of partnerships, I think they choose who they are going to help, and who not.”

*Brazilian orthodontist*

“A long time ago, I used Compass, but it was a bad experience. Then I tried Clear Aligner, but I gave up because their support was weak. Since I partnered with Invisalign, I no longer have felt the need to look for any other aligner.”

*Brazilian orthodontist*

## ON ITERO SCANNERS

“We recently bought a new iTero within the last year to help with the increase in patients we are serving, but so far we have no plans on purchasing another one in the foreseeable future.”

*U.S. Orthodontist*

“Each office in our practice still has one iTero scanner. They last forever and pretty much do the same thing as the newer ones, just with fewer bells and whistles. We are happy with the iTeros we currently have.”

*U.S. orthodontic office manager*

“Should I decide to replace mine, I would rent instead of buy. iTero is an excellent sales tool, a real game changer. The patient is delighted to see immediately how he will look at the end of the treatment.”

*Brazilian orthodontist*

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## United States

### 1. Approximately how many Invisalign cases did your practice start during 2021?

	ORTHODONTIST	GP DENTIST	TOTAL
451–500:	1	-	1
401–450:	1	-	1
351–400:	2	-	2
301–350:	1	-	1
251–300:	1	-	1
201–250:	4	-	4
151–200:	4	1	5
101–150:	2	2	4
51–100:	7	-	7
1–50:	3	5	8
0:	1	-	1
No response:	1	1	2
<b>Total:</b>	<b>4,968</b>	<b>541</b>	<b>5,509</b>

### 2. How many years have you been offering clear orthodontic aligners from Invisalign?

	ORTHODONTIST	GP DENTIST	TOTAL
More than 20 years:	4	-	4
19–20 years:	1	-	1
17–18 years:	3	-	3
15–16 years:	5	-	5
13–14 years:	1	-	1
11–12 years:	3	-	3
9–10 years:	5	3	8
7–8 years:	4	2	6
5–6 years:	1	4	5
Not applicable:	1	-	1
<b>Average:</b>	<b>14 years</b>	<b>7 years</b>	<b>12 years</b>

### 3. What factors are influencing demand for Invisalign aligners at your practice?

#### POSITIVE

	ORTHODONTIST	GP DENTIST	TOTAL
Appearance:	20	7	27
Brand reputation:	16	5	21
Advertising from Invisalign:	14	2	16
Easy to use:	8	4	12
Expanding awareness:	7	2	9
Fewer/shorter patient visits:	7	1	8
Dental health/hygiene:	6	2	8
No food restrictions:	7	-	7
Ads/promos from practice:	4	1	5
Teen use increasing:	4	-	4
Comfort:	3	1	4
Removable:	3	1	4
Efficacy:	3	-	3
Other:	6	1	7

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NEGATIVES	ORTHODONTIST	GP DENTIST	TOTAL
Cost:	17	6	23
Compliance:	12	5	17
Economy:	8	2	10
Not for difficult cases:	7	-	7
Competition:	3	2	5
Pandemic:	3	2	5
Colored braces preferred:	4	-	4
Other:	6	1	7

Note: Some sources gave more than one answer.

**4. Are your 1Q22 Invisalign case starts exceeding, meeting or falling below expectations you had 90 days ago?**

Exceeding:	3	1	4
Meeting:	21	5	26
Falling below:	3	3	6
Not applicable:	1	-	1

**5. Have your Invisalign inquiries increased, remained the same or decreased during the past 90 days?**

Increased:	8	1	9
Remained the same:	15	5	20
Decreased:	4	3	7
Not applicable:	1	-	1

**6. Has your Invisalign conversion rate improved, remained the same or worsened during the past 90 days?**

Improved:	7	-	7
Remained the same:	19	7	26
Worsened:	1	2	3
Not applicable:	1	-	1

**7a. Do you expect your 2022 Invisalign case starts to increase, remain the same or decrease yy?**

Up 91%–100%:	-	1	1
Up 16%–20%:	2	-	2
Up 11%–15%:	5	-	5
Up 6%–10%:	8*	3	11
Up 1%–5%:	4	3*	7
Flat:	7	-	7
Down:	-	1	1
Down 1%–5%:	-	1	1
Don't know:	1	-	1
Not applicable:	1	-	1
<b>Weighted average:</b>	<b>Up 5%–10%</b>	<b>Up 9%–14%</b>	<b>Up 6%–11%</b>
<b>December average:</b>	<b>Up 8%–13%</b>	<b>Up 17%–22%</b>	<b>Up 8%–13%</b>

\* One source excluded from average because of lack of weighting data

**7b. Has your 2022 forecast improved, remained the same or worsened during the past 90 days?**

Improved:	8	1	9
Remained the same:	13	4	17
Worsened:	6	4	10
Not applicable:	1	-	1

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## 8. What clear orthodontic aligner products do you use in addition to Invisalign?

	ORTHODONTIST	GP DENTIST	TOTAL
In-house aligners:	5	-	5
3M's Clarity:	3	1	4
Ormco's Spark:	3	1	4
ULab:	2	-	2
No other brands:	20	8	28

Note: Some sources gave more than one answer.

## 9. Are you more or less open to using other aligner products than you were 90 days ago?

More:	2	-	2
Same:	24	9	33
Less:	2	-	2

## 10. What is the main source of competition to your Invisalign sales?

Other Invisalign providers:	22	7	29
SmileDirectClub:	1	1	2
Spark:	2	-	2
Braces providers:	-	1	1
No one:	2	-	2
Not applicable:	1	-	1

## 11. Is Invisalign offering any discounts, reduced lab fees, promotions or concessions beyond its standard volume discounts for provider tiers?

Yes:	3	-	3
No:	22	9	31
No response:	2	-	2
Not applicable:	1	-	1

## 12a. Is your practice offering its own Invisalign discounts, promotion or concessions?

Yes:	6	2	8
No:	20	7	27
No response:	1	-	1
Not applicable:	1	-	1

## 12b. Is your practice discounting Invisalign more, the same or less compared with 90 days ago?

More:	2	-	2
Same:	22	6	28
Less:	1	3	4
No response:	1	-	1
Not applicable:	2	-	2

## 13a. When did your practice purchase its last iTero scanner?

3 years ago or more:	7	4	11
Less than 3 years ago:	5	-	5
Less than 2 years ago:	4	-	4
Less than 12 months ago:	4	-	4
Less than 6 months ago:	1	1	2
Less than 3 months ago:	3	-	3
Have not purchased:	3	4	7
No response:	1	-	1

# Align Technology Inc. – United States and Brazil

## 13b. When do you expect your practice to purchase its next iTero scanner?

	ORTHODONTIST	GP DENTIST	TOTAL
Next 6 months:	-	1	1
Next 12 months:	1	-	1
Beyond 12 months:	2	-	2
Not on the horizon yet:	21	6	27
Never:	2	1	3
No response:	2	1	3

## U.S. Orthodontic Sources

### 14a. What percentage of your teen and preteen patients who started orthodontic correction during the past three months were treated with Invisalign?

71%–80%:	1
61%–70%:	2
51%–60%:	1
41%–50%:	6
31%–40%:	3
21%–30%:	3
11%–20%:	3
1%–10%:	7*
0%:	1
Not applicable:	1
<b>Weighted average:</b>	<b>Up 35%–40%</b>
<b>December average:</b>	<b>Up 36%–41%</b>

\* One source excluded from average because of lack of weighting data

### 14b. Overall, is Invisalign adoption by teens and preteens increasing, holding steady or decreasing at your practice?

Increasing:	8
Staying the same:	15
Decreasing:	4
Not applicable:	1

### 15. Has Invisalign been gaining, maintaining or losing share from traditional metal braces at your practice this year?

Gaining:	14
Maintaining:	10
Losing:	4

## Brazil

### 16. Approximately how many Invisalign cases did your practice start during 2021?

101–150:	1
51–100:	3
1–50:	6
<b>Total:</b>	<b>456</b>

# Align Technology Inc. – United States and Brazil

## 17. How many years have you been offering clear orthodontic aligners from Invisalign?

17–18 years:	1
7–8 years:	1
5–6 years:	2
3–4 years:	3
1–2 years:	3
<b>Average:</b>	<b>5.2 years</b>

## 18. What factors are influencing demand for Invisalign aligners at your practice?

### POSITIVE

Appearance:	8
Comfort:	7
Brand reputation:	4
Dental health/hygiene:	4
Bank partnerships:	3
Easy to use:	3
Advertising from Invisalign:	2
Fewer/shorter patient visits:	1

### NEGATIVE

Cost:	9
Economy:	4
Compliance:	3
Pandemic:	3

*Note: Some sources gave more than one answer.*

## 19. Are your 1Q22 Invisalign case starts exceeding, meeting or falling below your expectations?

Exceeding:	1
Meeting:	4
Falling below:	5

## 20. Do you expect your 2022 Invisalign case starts to increase, remain the same or decrease yy?

Up 91%–100%:	1
Up 71%–80%:	1
Up 26%–30%:	2
Up 16%–20%:	1
Flat:	4
Down 16%–20%:	1
<b>Weighted average:</b>	<b>Up 4%–9%*</b>
<b>December average:</b>	<b>Up 18%–23%</b>

*\* Among 6 repeat sources, the average was 800 basis points lower than in December.*

## 21. Has your 2022 forecast improved, remained the same or worsened during the past 90 days?

Improved:	2
Remained the same:	3
Worsened:	5

## 22. What clear orthodontic aligner products do you use in addition to Invisalign?

Ezaligner:	1
No other brand:	9

# Align Technology Inc. – United States and Brazil

**23. What is the main source of competition to your Invisalign sales?**

Straumann's ClearCorrect:	5
Compass OrthoAligner:	2
Smart Aligners:	2
Brazilian brands:	1
No one:	1
Don't know:	1

*Note: Some sources gave more than one answer.*

**24. Overall, is Invisalign adoption by teens and preteens increasing, holding steady or decreasing at your practice?**

Increasing:	7
Staying the same:	2
Decreasing:	-
No response:	1

**25. When did your practice purchase or rent its most recent iTero scanner?**

3 years ago or more:	3
Less than 3 years ago:	1
Less than 2 years ago:	2
Have not purchased:	4

**26. When do you expect your practice to purchase or rent its next iTero scanner?**

Beyond 12 months:	2
Next 12 months:	1
Not on the horizon yet:	7

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