

# TrueAlign Clear Aligners

The Clear Path to **Practice Growth**  
and **Patient Satisfaction**



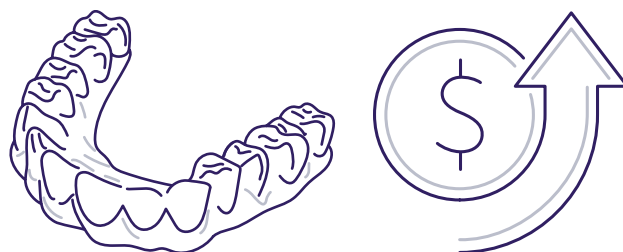
# Clear Aligner Market: A Growth Opportunity

The U.S. clear aligner market is experiencing unprecedented growth, driven by an increasing prevalence of malocclusion and growing patient demand for aesthetic treatments. Adult patients are increasingly seeking orthodontic solutions that fit their lifestyle, making clear aligners the treatment of choice.

The rise of digital workflows has dramatically simplified the process, creating an accessible entry point for general dentists to incorporate this high-demand treatment. With decreasing learning curves, growing patient awareness, and more competitive pricing, clear aligner therapy represents a significant revenue-building opportunity for practices of all sizes.

## KEY TAKEAWAYS

- The U.S. market was approx \$2 billion in 2023
- Projected to grow between 20-30% annually through 2032
- One of the fastest-growing segments in dentistry
- Help attract new patients and grow practice revenue



## Simplifying Clear Aligner Therapy

Despite the growing demand for clear aligners, many dentists face unnecessary barriers when integrating this treatment into their practice. TrueAlign eliminates these obstacles while delivering exceptional clinical results.

### TRUEALIGN REMOVES TRADITIONAL BARRIERS:

- |  |  |
|--|--|
| ✓ <b>No Certification Hurdles</b><br>Start your first case immediately       | ✓ <b>Universal Compatibility</b><br>Works with all major intraoral scanners          |
| ✓ <b>No Onboarding Costs</b><br>Get started quickly with no hidden fees      | ✓ <b>Direct Technical Support</b><br>Speak directly with technicians about your case |
| ✓ <b>Transparent Pricing Model</b><br>Predictable costs regardless of volume | ✓ <b>No Volume Requirements</b><br>No annual minimums or tiered status systems       |
| ✓ <b>Faster Case Completion</b><br>Typical turnaround of 10 business days    |  |



# TrueAlign Package Overview

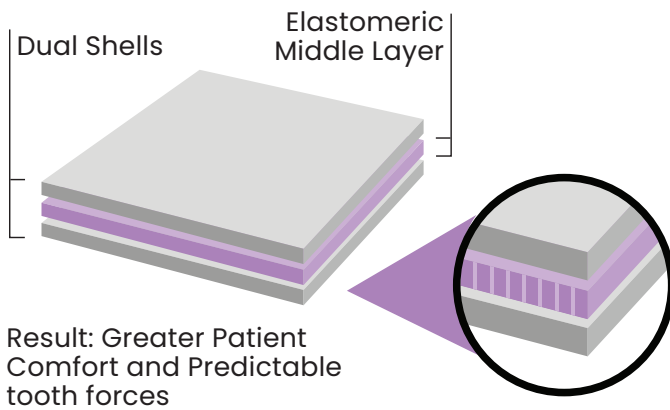
## EVERYTHING YOU NEED TO DELIVER CLEAR ALIGNER THERAPY:

- **Scanner Flexibility:** Use any intraoral scanner
- **Comprehensive Treatment Planning:** \$206 per arch
- **High-Quality Aligners:** \$38 per tray per arch
- **Treatment Platform:** Review, modify, and approve treatment plans
- **Complimentary Indirect Bonding Trays:** One per arch per treatment included
- **Technical Support:** Access experienced technicians throughout the process

## PREMIUM MATERIALS:

TrueAlign is crafted from best-in-class material, Zendura FLX. Compared with competing materials, Zendura FLX boasts up to 150% better teeth movement force over a 7-10 day period and a 40% lower insertion force, enhancing patient comfort significantly.

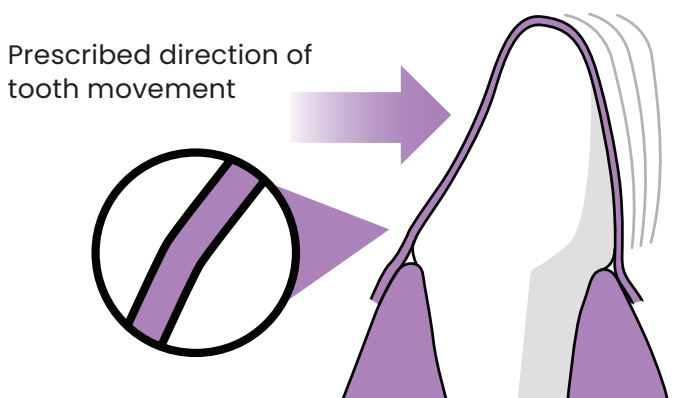
- Thinner profile for improved aesthetics and comfort
- Excellent stain resistance
- Optimal force delivery for predictable tooth movement
- BPA-free, FDA-cleared manufacturing
- Made in the USA



## HOW IT WORKS

The secret is the elastomeric layer encased in a dual-shell construction.

- The two thin, rigid shells grip the teeth firmly and protect the thermoformed appliance from bruxing.
- The elastic inner layer provides consistent, continual forces...just as you prescribed.



## ONLY ZENDURA FLX CAN DO THIS

Gentle pressure produced by the unique dual-shell construction accurately moves teeth reliably over the prescribed period of time. Highly conformed inner shell grips teeth evenly reducing discomfort and increasing accuracy of tooth alignment.

# Streamlined Workflow

TrueAlign offers a simple clinician workflow. No new accounts, logins, or passwords needed!



## STEP 1 – SUBMIT:

Send your scan/model and patient photos with digital Rx via customer portal or email



## STEP 2 – REVIEW:

Receive comprehensive treatment plan with interproximal reduction and attachment guidance. Make any necessary adjustments



## STEP 3 – APPROVE:

One-click approval puts your case into production



## STEP 4 – DELIVER:

Receive high-quality aligners manufactured with premium materials

## Case Selection

### Midline Shift <2mm



### Space Closure <2mm



### Deep Bite



### Open Bite



### Crossbite



### Crowding



### TREATABLE

- Mild Spacing
- Mild Crowding
- Midline Discrepancy <2mm (with IPR)
- Deep Bite (<2mm of anterior intrusion)
- Basic alignment prior to restorative work
- Mild anterior open bite correction <2mm
- Lower incisor extraction (space closure <2mm)
- Bicuspid extraction (space closure <2mm)
- Mild anterior cross bite

### NOT TREATABLE

- Midline discrepancy >2mm
- Severe deep bite
- Severe skeletal open bite
- Severe crowding
- Class III bite
- Underbite
- Full posterior crossbite correction

# Why Dentists are Switching to TrueAlign

## FOR CURRENT ALIGNER PROVIDERS:

- Transparent, straightforward pricing without volume-based tiers
- No certification requirements fees
- Faster turnaround times compared to leading brands
- Compatible with all major intraoral scanners
- Lower cost for most cases means higher profit margins or more competitive patient pricing
- Experienced designers and free redesigns
- One free refinement for every case

## FOR DENTISTS NEW TO CLEAR ALIGNERS:

- No startup costs, certification requirements, or minimum case commitments
- Comprehensive technical support and treatment planning assistance
- Simple digital workflow integrates easily with your existing practice systems
- Cost-effective entry point to a rapidly growing treatment category
- Expand your service offerings without significant investment

# Clear Aligner Comparison

	TrueAlign	Invisalign
Treatment Plan Cost	\$206 per arch	Included
Per Tray Cost	\$38	\$40-60 (based on package)*
Simple Case (14 trays)	\$738	\$1015*
Moderate Case (20 trays)	\$966	\$1,345*
Start-up Cost	\$0	\$2000
Certification Required	No	Yes
Annual Minimum Cases	No	Yes (varies by tier)
Scanner Compatibility	All major scanners	Primarily iTero
Refinements	One included, additional available as needed	Varies by package
Material	Zendura FLX Dual-shell premium plastic	SmartTrack thermoplastic polyurethane resin
Manufacturing Location	USA	Mexico, China, Poland
Typical Turnaround Time	10 business days	3-4+ weeks

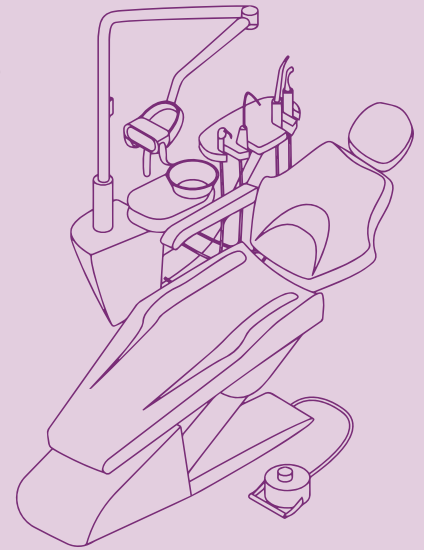
\*Based on 2023 Invisalign published fees. Pricing varies by provider tier.



# Is TrueAlign Right For Your Practice?

## IDEAL FOR:

- **Mild to Moderate Cases:** Most cost-effective for simple to moderate tooth movements requiring fewer than 20 trays
- **New Clear Aligner Providers:** Perfect for doctors just beginning to offer clear aligner therapy without certification barriers
- **Experienced Providers with Moderate Volume:** Ideal for practices that don't do enough cases annually to benefit from volume-based discounts
- **Practices Seeking Better Margins:** Maintain healthy profit margins without sacrificing quality or patient outcomes
- **General Dentists:** Looking to expand their service offerings without significant investment in training or equipment



## Get Started Today

No certification required. No minimum commitments. Just straightforward aligner therapy that makes sense for your practice.

### Contact Oral Arts Laboratory

For specific questions about TrueAlign, email us at [Removablescadcam@oralartsdental.com](mailto:Removablescadcam@oralartsdental.com)



Visit [tinyurl.com/truealignrx](https://tinyurl.com/truealignrx) for digital Rx or **scan QR code.**







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