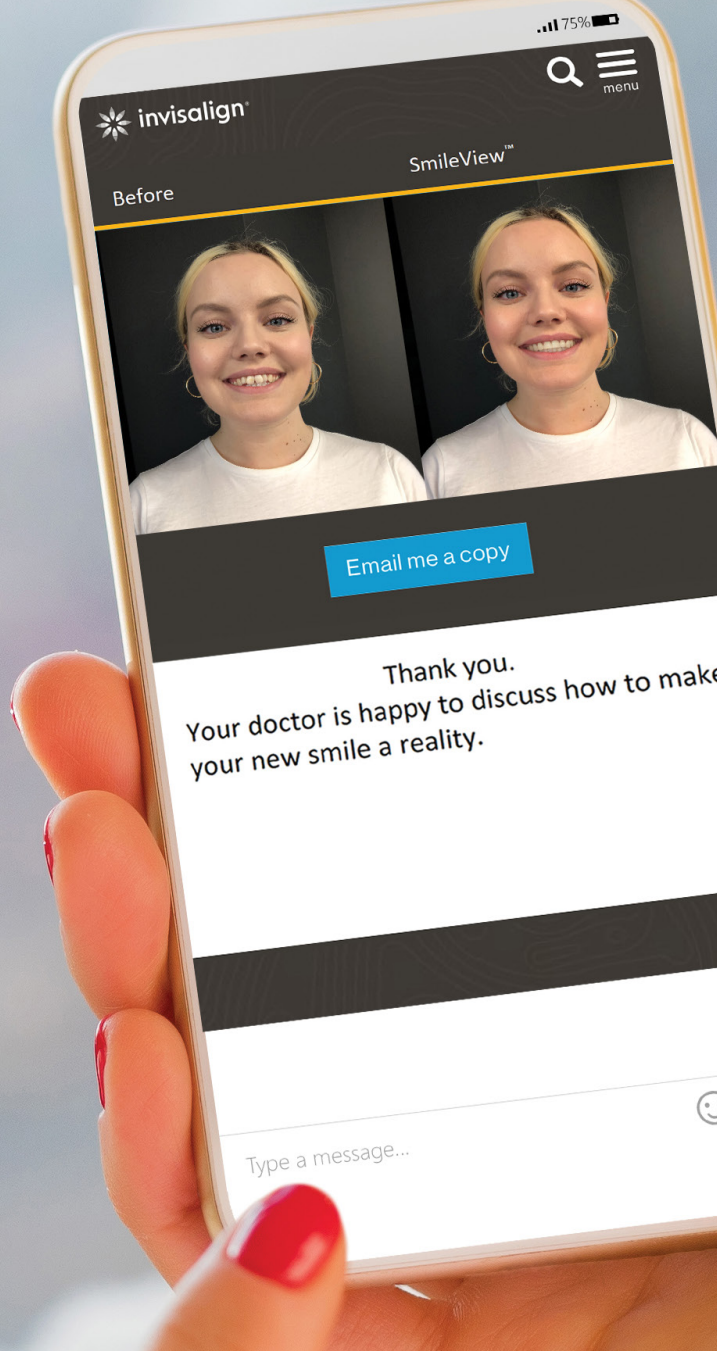


Engage your patients and generate leads all in the snap of a selfie.



Use the SmileView™ simulation tool to allow prospective patients to snap a selfie and view a simulation of how they could look after Invisalign® treatment. This augmented reality tool makes it easy for doctors and staff to start or advance a conversation around malocclusion and may help convert consumers into Invisalign patients.

Evolved from the success of the consumer assessment tool available on Invisalign.com and the My Invisalign app, the SmileView in practice simulation puts lead generation into your hands.

Invite consumers to visualize their potential new smile with this selfie simulation by adding your unique SmileView in practice link in your practice marketing. After viewing the simulation, prospective patients can request more information from your practice by entering their contact information. Your practice gets an email notification of the patient's interest and the patient's detail can be viewed on the Connect page on the Invisalign Doctor Site.

▶ Snap the QR code to claim your:

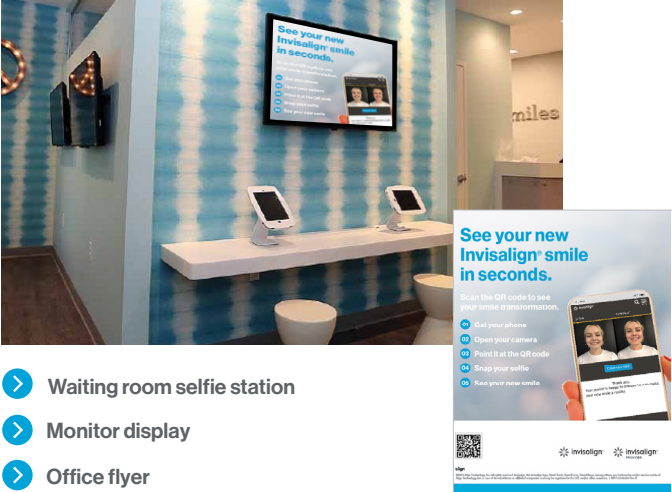
- Marketing tips and tricks
- Step-by-step guide
- Marketing collateral
- Social media assets



Don't just tell them about the benefits of Invisalign® treatment, **show them.**

An engagement tool inside your practice.

Engage and excite your patients from reception to chairside. A SmileView™ in practice simulation tool is perfect for the waiting room or doctor consult and only takes seconds for patients to complete. Review the before and after results during an already scheduled appointment and educate patients on the benefits of Invisalign treatment.



- Waiting room selfie station
- Monitor display
- Office flyer

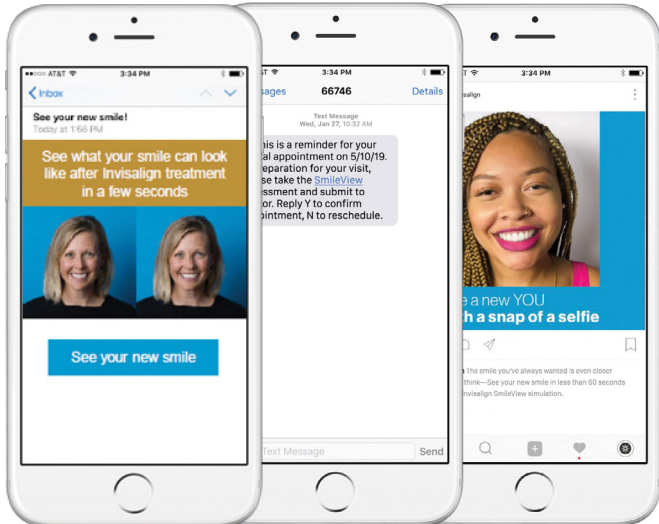
Engage patients chairside with the SmileView experience by using the Invisalign Practice App

Download the Invisalign Practice App on a mobile device in your practice, log in with your Invisalign Doctor Site credentials, and use the SmileView link to launch the simulation tool to start a discussion about Invisalign treatment.

A lead-generation tool outside your practice.

Generate leads outside your practice by copying and placing your unique SmileView web link in text messages, emails or on social media platforms. You can even take your print collateral to local health fairs or other community exhibition events to show consumers what their smile could look like after Invisalign treatment.

Consumers click on your unique SmileView link, take their selfie, and see their SmileView simulation. Interested patients enter their contact information and your practice can retrieve the contact information from the Connect page on the Invisalign Doctor Site.



- Email
- Text reminder
- Social media

➤ Snap the QR code to claim your:

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