

“THE INVISALIGN® SMILE SURVEY” AT A GLANCE

The Invisalign® Smile Survey was conducted by telephone by Harris Interactive on behalf of Align Technology, Inc. The study was conducted on a representative sample of 1000 American adults -- both men and women -- between 18 and 50 years of age. The poll -- the first national survey of its kind -- explored the importance of smiles in relation to business and careers, dating and marriage, the social arena, and the overall value of smiles and self-esteem.

Smiles and the Social Arena

- 94% of those polled said they are likely to notice a person’s smile when they meet them for the first time. People are less likely to notice someone’s eyes, height or figure.
- More than one-half (71%) believe people with a nice smile make friends more easily than people with crooked teeth.
- Over one-third agree bad teeth overshadows the rest of a person’s appearance.
- An overwhelming majority of adults (85%) consider a person’s smile to be very important at initial meeting.

Smiles and Self-Esteem

- Almost two-thirds (64%) agree that people with a nice smile are more outgoing.
- 77% think that wearing braces as an adult makes a person feel self-conscious.
- Over one-third of adults would trade a trip abroad, new wardrobe or other aesthetic surgery for straight teeth.
- 87% think one’s smile is very important to their self-esteem.
- When asked which facial characteristic they would change if they could, one in four adults (25%) would change their teeth/smile. Smaller proportions would change their skin (17%) or nose (13%).

Smiles and the Opposite Sex

- 84% of adults perceive having an attractive smile as important for getting a date with Mr. or Ms. Right.
- Over one-third would not be likely to set up their best friend on a blind date with someone with crooked teeth.
- One-third would not be likely to kiss someone with crooked teeth.
- An overwhelming majority of adults (85%) consider a person’s smile to be very or somewhat important at first meeting.
- Almost 9 out of 10 (86%) think people with good teeth are more attractive to the opposite sex.

Smiles and the Workplace

- 74% perceive an attractive smile as important for getting the job of their dreams.
- Over one-third agree that a person with bad teeth gets fewer job promotions.
- Three out of four adults (75%) think an attractive smile is important for succeeding in the workplace.

Smiles and Good vs. Bad Hygiene

- Only 19% would be likely to share a bite of their sandwich or their ice cream cone with someone with crooked teeth.
- Almost half agree (45%) that bad teeth are a sign of bad personal hygiene.

How Important Is It To Have An Attractive Smile?

Important for Ideal Date



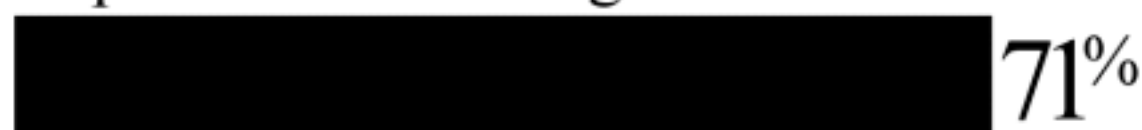
Important for Succeeding at Work



Important for Getting the Job of Your Dreams

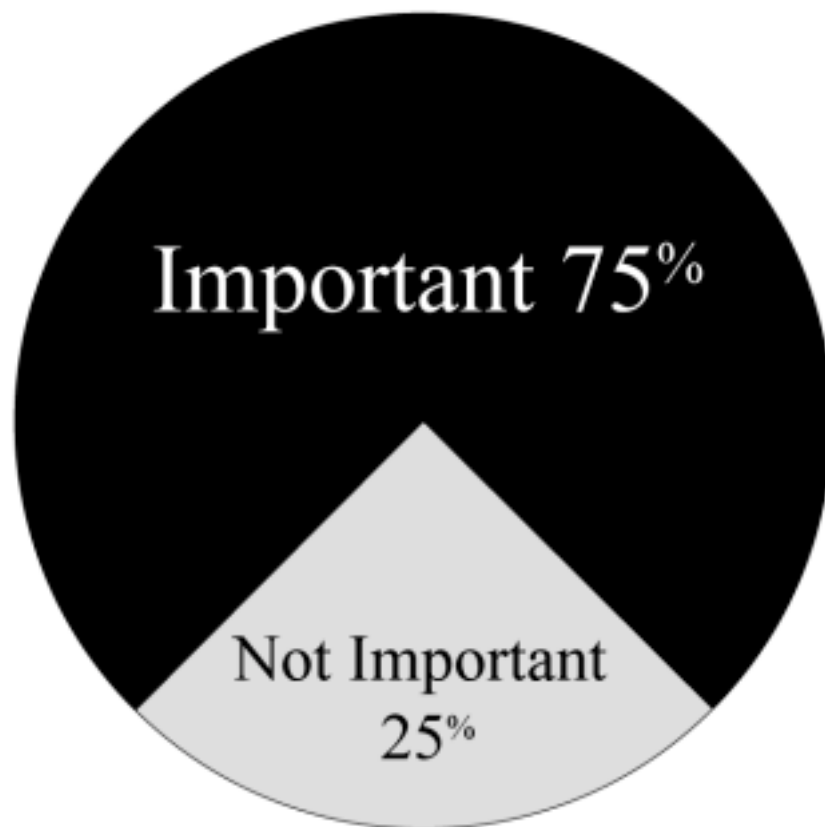


Important for Making New Friends



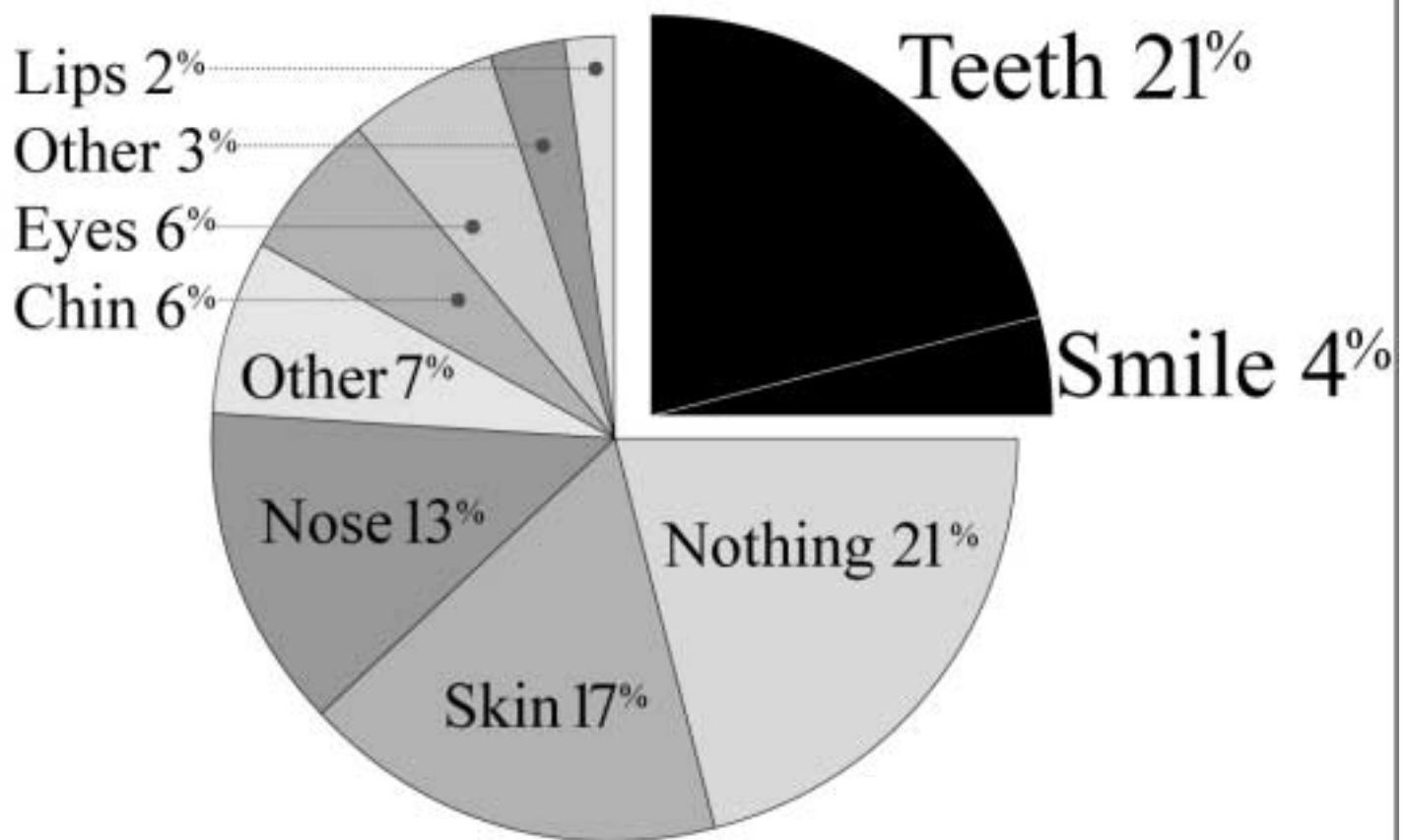
Source: The Invisalign® Smile Survey

Percentage of People That Think an Attractive Smile Is Important to Succeeding at Work



Source: The Invisalign® Smile Survey

What Facial Features People Want To Change Most



Source: *The Invisalign® Smile Survey*