Invisalign Australia introduces Invisalign® i7:

An easy and convenient solution for very simple orthodontic cases

SYDNEY, Australia. July 3, 2013 – Invisalign Australia introduces Invisalign® i7, an easy and convenient solution for very simple orthodontic cases.

Invisalign® i7 will help a broader range of patients say "yes" to orthodontic treatment by providing a high quality, lower-cost option for adult relapse cases, for very minor crowding and spacing, and as a pre-cursor to restorative or cosmetic treatment such as veneers.

Invisalign® i7 is a simple, dual arch orthodontic treatment consisting of a series of up to seven clear removable aligners, providing results in as little as three months. Priced at only AU$995.00 for doctors, Invisalign® i7 allows doctors to more affordably offer the reliability and quality of Invisalign treatment to patients with very minor crowding and spacing.

"Invisalign® i7 has been specifically designed to provide affordable, predictable treatment to a wider range of patients without compromising on product quality or treatment outcomes," said Will Hay, Managing Director Invisalign Australia. "Now our customers can get great results at a price that matches the treatment time and level of complexity involved with very minor tooth movements."

Dr David Penn, Chairman of Southern Cross Dental Laboratories and the clinical instructor for Invisalign Education Courses for general dentists in Australia and New Zealand comments; "In my opinion, Invisalign® i7 will help expand the market for orthodontic treatment by meeting doctor and patient demand for a low-cost and high-quality limited application product. Invisalign® i7 is a fantastic addition to the Invisalign product range, as it addresses patient price sensitivity and supplies doctors with a treatment solution for minor orthodontic movements. I feel that Invisalign now has a product solution for every patient, whether it is using i7 to form a stable occlusal foundation prior to restorative or cosmetic treatments or using Invisalign Full for more comprehensive treatment plans."

Invisalign® i7 is now available in Australia, New Zealand and Hong Kong.

-ends-
About Invisalign Australia Pty Ltd. and Align Technology, Inc.

Invisalign Australia Pty Ltd is owned by Align Technology, Inc. Align Technology designs, manufactures and markets Invisalign, a proprietary method for treating malocclusion, or the misalignment of teeth. Invisalign corrects malocclusion using a series of clear, nearly invisible, removable appliances that gently move teeth to a desired final position. Because it does not rely on the use of metal or ceramic brackets and wires, Invisalign significantly reduces the aesthetic and other limitations associated with braces. Invisalign is appropriate for treating adults and teens. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. The Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Assist, Invisalign Express 10, Invisalign Express 5, Invisalign Lite, Vivera Retainers and Invisalign i7 in international.

To learn more about Invisalign or to find an Invisalign trained doctor in your area, please visit [www.invisalign.com.au](http://www.invisalign.com.au)

Cadent Holdings, Inc. is a subsidiary of Align Technology and is a leading provider of 3D digital scanning solutions for orthodontics and dentistry. The Cadent family of products includes iTero and OrthoCAD iOC scanning systems, OrthoCADiCast, OrthoCAD iQ and OrthoCAD iRecord. For additional information, please visit [www.cadentinc.com](http://www.cadentinc.com).