

WHY SMILEDIRECTCLUB? AFFORDABILITY. CONVENIENCE. CONFIDENCE.

Answers to the myths surrounding SmileDirectClub.

In 2014, SmileDirectClub disrupted traditional orthodontia with a pioneering telehealth platform that made teeth straightening more affordable, convenient, and accessible.

The industry responded with skepticism. Many refuting or dismissing SmileDirectClub's approach. How could teeth straightening take as little as 4–6 months?¹ How could it be safe if there are no office visits (other than a short visit to a SmileShop or dental partner)? How can SmileDirectClub aligners possibly cost **60% less than Invisalign?**²

Some of these myths still exist today. We're here to provide you the truth. On the following pages you'll read about many of the most common concerns and rumors.



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¹Typical SmileDirectClub treatment takes 4–6 months. See [SmileDirectClub.com/claims](https://smiledirectclub.com/claims) for details. Results may vary.

²"60% less than Invisalign" claim is based on Single Pay vs. average total fees (including diagnostics and in-person exams) for treatment of mild-to-moderate malocclusion with Invisalign as reported in a 2021 national survey of practicing dentists and orthodontists. Price comparison does not include the cost of additional services, such as retainers. Results may vary.

³"3x markup" claim is based on the average cost of Invisalign aligners charged to the dentist or orthodontist by Align Technology, Inc., as compared to the average total fees (including diagnostics and in-person exams) charged to the consumer by the dentist or orthodontist for treatment of mild-to-moderate malocclusion with Invisalign, as reported in a 2021 national survey of practicing dentists and orthodontists. Results may vary.

⁴Terms and conditions apply. See [SmileDirectClub.com/guarantee](https://smiledirectclub.com/guarantee) for details.

Myth 1: SmileDirectClub doesn't have doctors involved/it's DIY orthodontics.

This is **pure fiction**. We work with a network of 250+ state-licensed [dentists and orthodontists](#). Every Club member is assigned a doctor licensed in their state. All our doctors have 5+ years of clear aligner experience. As a matter of fact, our doctors are **the most experienced** in clear aligner therapy via telehealth in the industry.

All plans are reviewed, finalized, and approved by your doctor, who's with you every step of the way on your Smile Journey™ via our telehealth platform.

Myth 2: SmileDirectClub moves teeth too fast.

This is false. Our aligners are designed to gently and safely move your teeth into their final position. Your state-licensed doctor will ensure you get the best plan for your smile so you're safe and comfortable. In addition, our [Comfort Sense™ technology](#), which includes a proprietary aligner progression plan that takes you from soft to medium to firm plastic aligners each month, means **you'll experience less discomfort**.

If you've come across comments online about [how painful treatment is](#) and are worried, don't be. Everyone's pain tolerance is different, and no one's experience – or teeth – are exactly alike. Some soreness in the first few days after starting treatment is totally normal and only temporary. Your teeth are being moved, after all! If you have concerns at any time during your Smile Journey, you have access to our dental team 24/7/365.

Myth 3: SmileDirectClub is a scam.

Heard whisperings of a SmileDirectClub scam? We're not surprised. Clinically safe, effective teeth straightening without the 3x markup of Invisalign³ sounds too good to be true, but our **1.5 million customers** – and their [before & after photos](#) – prove we're the real deal.

Our goal is to provide better access to care, so everyone can get a smile they love at an affordable price, and that's exactly what our members get.

Need more proof?

[Research](#) by a professor at the Harvard Dental School found teleorthodontic treatment with clear aligners to be **as clinically effective** as traditional treatment in correcting crowding or spacing when supervised by general practitioners or specialists.

Myth 4: SmileDirectClub is less expensive, so their aligners must be lower quality.

So not true! There are a few [ways we're able to save you money](#) and sell you such affordable aligners, starting with cutting out the middleman.

For starters, we handle everything in-house, which **reduces our overall cost**, and instead of selling aligners to your dentist who marks them up to make a profit, we send them directly to you all at once. This also cuts down on shipping costs, and we pass those savings on to you, too.

Myth 5: You're on your own once you get aligners.

We have **24/7** support, giving you unprecedented access to our Customer Care and dental teams.

No matter your time zone or lifestyle, **we can support you** via phone, email, chat, and video calls. You can even [download our app](#).

Fun fact: This actually exceeds the access you'd have to dental professionals in a traditional office setting.

Myth 6: SmileDirectClub doesn't look at your teeth before approving you.

Your treating doctor needs to **evaluate everything** before determining your eligibility for SmileDirectClub.

By "everything" we mean:

- A 3D image of your smile
- Photographs of your teeth
- Your health and medical information
- Your main smile concerns

If your doctor has any questions, they may ask you to provide additional information or clearances from your local dentist!

Myth 7: SmileDirectClub damages teeth and causes them to fall out.

False. Our aligners **will NOT damage healthy teeth**. You should always maintain your regular cleanings with your local dentist to keep your teeth healthy and prevent any issues.

SmileDirectClub [Partner Network](#) is also a great in-person resource. You can go to one of the 1,500+ dentists and orthodontists to get a free 3D scan or impression of your teeth and talk through your options. You'll also get [great dental care](#) with them throughout your treatment with SmileDirectClub — and after, too.

Myth 8: SmileDirectClub has so many lawsuits against them.

We actually don't. Pushback from those looking to disrupt the status quo is unfortunately par for the course with any disruptive business. Many of our lawsuits are actually initiated by SmileDirectClub — not “against” us — **to further our mission** of democratizing access to care and ensure consumers like you continue to have an affordable, convenient, and accessible teeth straightening option.

Our products are safe, manufactured at an FDA-certified and registered facility, and all treatment using our telehealth platform is prescribed and directed by a state-licensed dentist or orthodontist in our affiliated network.

Myth 9: SmileDirectClub only straightens the first 6 teeth – aka “the social six.”

We don't do anything halfway when it comes to giving you the smile of your dreams!

Thanks to advancements in treatment planning and our second-generation aligner production, we're able to make **all the tooth movements** you need to address mild-to-moderate crowding and spacing issues within the treating doctor's standard of care.

Myth 10: SmileDirectClub approves everyone.

Not true. We focus on mild-to-moderate crowding and spacing and refer hundreds of customers a week to local orthodontists.

Eligibility is determined by a doctor after a thorough review of the 3D image of your smile, photos of your teeth, and more. If they don't think our aligners are a good fit for you, we'll refund the cost of your impression kit. It's part of our [Lifetime Smile Guarantee™](#).⁴

Myth 11: You can't get started safely without X-rays.

Studies show X-rays are not clinically necessary for all orthodontic cases. Still, some doctors may ask for X-rays when they deem them necessary.

In the vast majority of cases, a 3D impression or scan eliminates the need for X-rays when planning treatment. This is appealing to many potential patients who are wary of the risks of unnecessary X-rays like over-exposure to radiation and an increased risk of various cancers.

The clinical decision to X-ray ultimately rests with the doctors, yet knowing that X-rays are not a prerequisite for treatment provides flexibility, which is good for both patient and doctor.

Still have questions? Check out our [FAQ page](#) and [blog](#), which are chock-full of helpful info and resources, or [contact us](#) by chat, phone, or email.

Additional links and resources.

- [60% less than Invisalign](#)
- [Dentists and orthodontists](#)
- [Comfort Sense™ technology](#)
- [How painful treatment is](#)
- [Before & after photos](#)
- [Research](#)
- [Ways we're able to save you money](#)
- [Download our app](#)
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