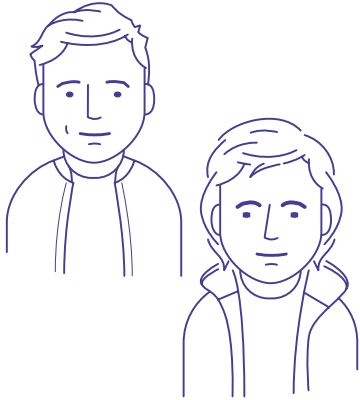


Fact Sheet



The beaming basics

SmileDirectClub was founded in 2014 by longtime friends and collaborators Alex Fenkell and Jordan Katzman with a simple vision: Everyone deserves a smile they love.

Recognizing an opportunity to increase access to dental care, SmileDirectClub invented an industry using the creation of cutting-edge platforms and technology for doctor-directed, at-home aligner therapy. Each customer is assigned a licensed dentist or orthodontist in their state who monitors their smile journey remotely, eliminating the need for costly and time-consuming orthodontist appointments.

How it works

With aligners conveniently shipped directly to the customer, and SmileDirectClub's customer care team available 23/7 to answer any questions, SmileDirectClub has made orthodontic solutions more affordable and convenient than ever before.



Make a good impression.

Either book a 3D scan in one of our SmileShops or get an at-home kit sent to you and a dental professional will create your treatment plan. (\$79 Value)

Get aligned.

Then we send your invisible aligners and premium whitening directly to you for only \$1850 or a \$250 down payment and \$80 a month for 24 monthly payments. No credit checks. No forms to fill out.

Smiles are forever.

After you complete your smile journey, you can order retainers to help maintain the smile you love for only \$99 a set.



Media Contact
Press@SmileDirectClub.com

Numbers to smile about



250,000+

smiles transformed, and still counting



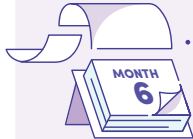
2800

team members and constantly growing



84%

SmileDirectClub has provided affordable access to orthodontic care in 84% of the underserved counties in the U.S.



6 months

average time it takes to straighten a customer's smile. Yeah, that's it.

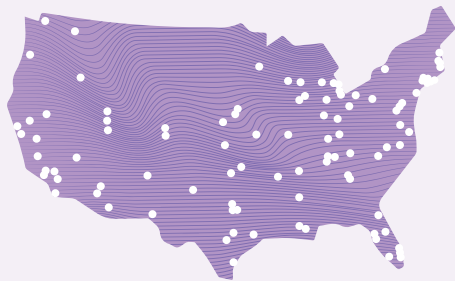


225+

state-licensed dentists and orthodontists who remotely oversee each customer's smile journey

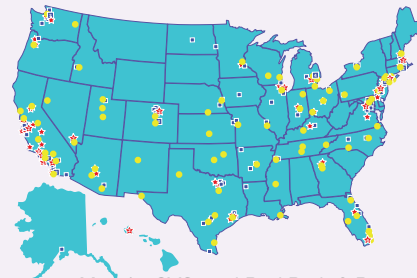
60%

SmileDirectClub is 60% less than traditional options, the savings alone are worth smiling about



150

SmileShop retail locations SmileDirectClub will have across the U.S. by the end of 2018



240+

Macy's, CVS, and Bed Bath & Beyond locations where SmileDirectClub new smile kits are available for purchase



Alex and Jordan have an idea



SmileDirectClub makes Nashville home



Opens first SmileShop in Midtown Manhattan



SmileDirectClub hires its 1000th employee

Opens 100th SmileShop in Mt. Juliet, Tennessee

New smile kits become available in Macy's, CVS, and Bed Bath & Beyond – as well as on Amazon.com

2013

2014

2016

2017

2018



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