

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 area 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. (\$49 value)

Get aligned.

Then we send your invisible aligners and premium whitening directly to you for only \$1850 or a \$250 down payment and \$85 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
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Numbers to smile about



500,000

smiles transformed, and still counting



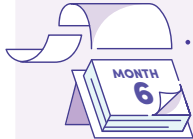
4,300

team members and constantly growing



100%

SmileDirectClub has provided affordable access to orthodontic care in 100% of the underserved counties in the U.S.



6 months

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

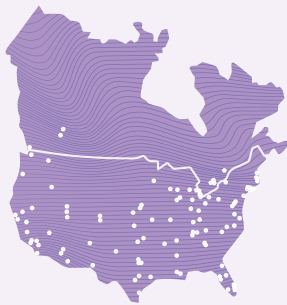


240+

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

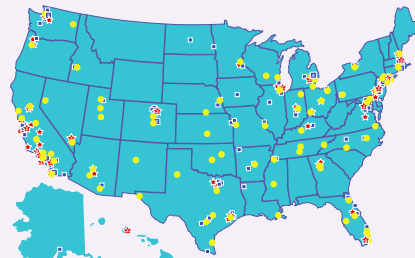
60%

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



200+

SmileShop retail locations SmileDirectClub has across the U.S. and Canada.



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

SmileDirectClub launches in Canada

Opens 200th SmileShop in Beverly Hills, CA

2013

2014

2016

2017

2018

2018

January 2019



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bright on™ premium teeth whitening

The **bright on** premium whitening system is a grin-changer from SmileDirectClub, designed to give you a confident, shining smile. Get your pearly whites to their brightest bright without spending a fortune.

How it works

The **bright on** premium whitening pens contain SmileDirectClub's proprietary **Bright Boost™** formula, designed to brighten teeth in just 1 week when used morning and evening daily. After brushing teeth (do not floss), open the **bright on** pen and twist the bottom until gel is visible. Simply brush the whitening gel onto your front top and bottom teeth in a circular motion and wear for 5 minutes. The gel will lightly foam as it penetrates. The formula quickly absorbs to let you get back to your routine in no time. Do not rinse, eat, or drink for 20 minutes.

Benefits

- Proprietary time-release formula
- Cool mint flavor
- Fast-absorbing
- Vegan
- Gluten-free

Pricing

4-pack: \$29.00

8-pack: \$49.00

Available for purchase at SmileDirectClub.com



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bright on™ premium teeth whitening with LED accelerator light

The **bright on** premium whitening system is a grin-changer from SmileDirectClub, designed to give you a confident, shining smile. Get your pearly whites to their brightest bright without spending a fortune.

How it works

The blue LED accelerator light enhances the **Bright Boost™** formula to speed up the whitening process so you can reach your brightest bright in just 1 week when used both morning and evening daily. Brush teeth first – do not floss. Open the **bright on** pen and twist the bottom until gel is visible on the brush. Brush the gel onto your front 6 top and front 6 bottom teeth in a circular motion. After applying the gel, plug the LED light into your phone using the appropriate attachment, and insert the light into your mouth. Keep the light on for a full 5 minutes. Remove the light and unplug it from your phone. Spit out excess foam if needed. Using lukewarm water, rinse and wipe off the mouthpiece. Allow the light to dry in a well-ventilated place. Once the light is dry, pack it into its plastic case. Do not rinse, eat, or drink for 20 minutes.

Benefits

- Proprietary time-release formula
- Cool mint flavor
- Fast-absorbing
- Vegan
- Gluten-free
- Hands-free, smartphone-enabled LED so you can brighten on the go
- Android and iPhone optimized + low battery consumption

Pricing

Enbrightenment kit

(9 whitening pens + LED accelerator light):

\$79.00

LED accelerator light + 1 pen:

\$49.00

Available for purchase at SmileDirectClub.com



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