Digitalisation is changing the way we live and work. The UAE – in particular Dubai – is at the forefront of this innovation, using technology to build a ‘smart, happy city’ in line with H.H. Sheikh Mohammed bin Rashid Al Maktoum’s vision of Dubai becoming one of the most technologically advanced cities in the world by 2020.

The transformational influence of digital world is evident also in dental sector, with cutting-edge technology used to treat patients better – and help clinicians achieve more efficient outcomes.

Aesthetics, after all, play an increasingly important role. Studies have found that a genuine smile can help you land a job, close a sale transaction and even motivate others to perform better. In fact, recent report by the American Academy of Orthodontics, conducted on individuals who had had orthodontic treatment as adults, states that as many as 75 per cent of people surveyed have noticed positive effect of the new smile on their personal and professional life.

More people than ever are noticing the value of investing in orthodontic treatment, a history that differentiates them from traditional braces and alternative clear aligner systems. The Invisalign system was first introduced.

The rise in demand for digital dentistry is driven as much by the cost efficiencies it can generate even for the more expensive dental procedures as by growing focus of dental providers to scale up their technical know-how and offer patients the right place at the right time. The aligners are also engineered to use the right amount of force in the right place at the right time.

Our clear aligners are comfortable, removable, easy to clean, and made of an advanced, patented, medical grade SmartTrack material, which differentiates them from traditional braces and alternative clear aligner offerings. Suitable for teenagers and adults alike, the Invisalign system also helps address several other common problems such as overbite, underbite, cross bite, crowding and gaps between teeth.

This builds on Align Technology’s role as a pioneer in the invisible orthodontics market, a history that goes back to 1999, when the Invisalign system was first introduced.

Within the next two years, one million unique clear aligners were manufactured. Today, the number of users has crossed over five and a half million, including 13 million teenage patients, and the system is offered in over 100 countries.

We are also driving the evolution from analogue to digital with the Trios intraoral scanner – helping to modernize today’s practices by replacing physical impressions, creating digital treatment planning, and leveraging the potential to revolutionise almost every type of dental treatment offered. We believe the future of dental industry is digital.

Maintaining healthy teeth is very important for one’s well-being – underpinning how digitalisation of dentistry services is contributing to the all-round wellness of individuals. By offering doctors and patients our digital, end-to-end solutions, we give all a reason to smile.