**SureSmile® Web Copy**

**Customisable**

Note: Opportunities for personalisation to boost SEO results are *highlighted in yellow*.

Recommended Title Tag: SureSmile® Clear Aligners *in City, State | Practice/Doctor Name*

Recommended Meta-Description: With SureSmile® Clear Aligners, you can achieve professional results with *Practice/Doctor Name*. The smile you’ve always wanted is closer than you think. Learn more!

**Get the Smile You’ve Always Wanted**

*Practice/Doctor Name* knows that feeling confident in your smile is important for your overall happiness and self-esteem. We are here to help you achieve the smile you’ve always wanted in a way that works for you.

Did you know that straightening your teeth has benefits beyond cosmetic improvement? Misaligned or crowded teeth can make maintaining hygiene difficult, which may lead to oral health problems. Crooked teeth and bite problems can sometimes lead to:

* Tooth damage and chipping
* Tooth loss
* Wearing away of tooth enamel
* Difficulty speaking or chewing

In addition to giving you the beautiful smile that you deserve, straightening your teeth may reduce the risk of cavities and help prevent gum disease.

**Ready to love your smile?**

Schedule an Appointment

**Your Journey to a Confident Smile Starts with SureSmile® Clear Aligners**

Clear aligner technology has made orthodontic treatment more discreet while moving teeth to create a healthy, beautiful smile. Unlike traditional metal braces which rely on brackets and wires, SureSmile® straightens teeth through a series of clear, comfortable, removable aligners. You can expect to wear your aligners for 22 hours each day and change them every two weeks as you progress through treatment. Each set of aligners will put gentle pressure on your teeth to gradually reposition them until your smile reaches ideal alignment.

**Is SureSmile® right for me?**

SureSmile® Clear Aligners can effectively treat bite problems, including:

* Crowding
* Gaps between teeth
* Underbite – when all the upper teeth sit behind the lower jaw
* Overbite – when the upper front teeth cover part of the lower front teeth
* Crossbite – when one or more upper teeth fit inside of the lower teeth

*Option: Practice/Doctor Name has successfully treated patients experiencing the following bite problems with SureSmile® Clear Aligners:*

* *Crowding*
* *Gaps between teeth*
* *Underbite – when all the upper teeth sit behind the lower jaw*
* *Overbite – when the upper front teeth cover part of the lower front teeth*
* *Crossbite – when one or more upper teeth fit inside of the lower teeth*

*Option to include before and after examples or case studies*

**How long will treatment take with SureSmile® Clear Aligners?**

Treatment time will vary based on your unique smile and goals but generally lasts anywhere from 6 to 18 months.

Now available with SureSmile® Clear Aligners, the SureSmile® VPro™ is a convenient and portable device designed for 5 minutes of daily use. SureSmile® VPro™ can help provide added comfort1,2 and may reduce aligner treatment time.1,3

1Alansari, "The effects of brief daily vibration on clear aligner orthodontic treatment, " JFWO 2018

2Nicozisis, "Effects of a 120Hz high-frequency acceleration device on orthodontic discomfort," 2018

3Shipley, "Effects of high-frequency acceleration device on aligner treatment--a pilot study," Dentistry Journal 2018

*Option to include testimonials*

**Can I eat and drink while wearing my SureSmile® Clear Aligners?**

Great news – you don’t need to give up your favourite foods while you’re in treatment! However, you do need to remove your aligners when eating and drinking all liquids except for cool water to retain their fit and prevent discolouration. Simply remove your aligners to eat and drink all the foods and beverages you typically enjoy, then brush your teeth before putting your SureSmile® Clear Aligners back in place.

**The Right Fit: Why SureSmile® is a Trusted Option**

As dental technology evolves, so does our practice and *Practice/Doctor Name* is proud to offer SureSmile® Clear Aligners to our patients. Advanced treatment planning and proven materials combine to give you a personalised plan with predictable results. 1,000,000 patients have trusted SureSmile® technology to straighten their teeth. \*

\* Patient counts as of 2023. Data on file with SureSmile®.

**Getting Started with SureSmile® Clear Aligners**

1. Your first appointment: *Practice/Doctor Name* will take photos and a digital scan of your teeth to assess how clear aligners will work best for you.
2. Developing your treatment plan: We partner with experts in the SureSmile® Digital Lab, evaluating each tooth for optimal movement. Using their proprietary technology, we will develop a customised treatment plan just for you.
3. Begin your smile journey: Get your SureSmile® Clear Aligners and you’re on your way to a smile you’ll feel confident about. *Practice/Doctor Name* will make sure everything is on track during routine check-in visits.

Everyone’s journey is different, and *Practice/Doctor Name* wants to make the process comfortable and rewarding every step of the way. Let us know how we can support you!

**Share Your Smile with the World**

After your treatment has ended, we want to help you maintain your new smile and the confidence that comes with it!

* You can use SureSmile® Retainers to maintain your beautiful smile and protect your investment. When used as prescribed, SureSmile® Retainers help keep your teeth in place long after your treatment has ended.

**SureSmile® Clear Aligners can give you the smile you’ve always wanted in a way that works for you. Invest in your smile and yourself!**

**Your Investment in Confidence and Health**

**How much will SureSmile® Clear Aligners cost?**

The total cost of your new smile will depend on the custom treatment plan we create for you. Our staff can discuss your options with you, including potential payment plans and insurance coverage.

*Option to include specific cost estimates or tiers*

**Is clear aligner treatment covered by insurance?**

Some insurance companies offer one-time orthodontic treatment coverage. To better understand your policy, we recommend calling your insurance company, talking to your employee benefits manager, or asking our team for help.

*Option to include specific financing or payment plans*