

# Align Technology forges ahead

## "Everyone deserves special attention"

By John Hoffman  
Dental Tribune

Align Technology Inc., the inventor of the Invisalign method of straightening teeth without brackets or wires, strengthened its financial projections for the fourth quarter of 2006 and upgraded its Patients First program for providing no-charge Invisalign treatment to patients formerly served by archrival OrthoClear.

At the start of the fourth quarter of 2006, Align launched its Patients First program to provide no-charge Invisalign treatment to doctors and patients affected by OrthoClear Inc.'s agreement to cease business operations under a legal settlement with Align.

Dentists seeking to participate in the program were required to register their OrthoClear patients with Align by Dec. 15. Between the Oct. 30 registration start date and the Dec. 15 registration deadline, around 30,500 former OrthoClear patients were registered for treatment with Invisalign. Align received case submissions for 16,200 of those registered patients and expects to ship 20 to 25 percent of received cases within the fourth quarter.

Because of the influx of Patients First cases and a high number of regular Invisalign case submissions in the fourth quarter, Align expects to take until late May to process all Patients First cases at a total cost of \$8 million to \$10 million.

Processing time for Patients First cases may take 12 to 16 weeks because of manufacturing constraints, primarily for ClinCheck set-ups, which require specially trained dental technicians, Align says. The company is training 100 new technicians and has expanded its customer call center to handle the 40 percent increase in calls since the Patients First program was launched.



Jessica Simpson, with Dr. Debra Glassman, has one of Glassman's favorite Hollywood smiles. "It's natural and sort of pouty. Her two front teeth are square. It's not perfectly straight, but the size of the tooth fits her and she sparkles when she walks in the room."

*At Debra Glassman's Manhattan practice, every patient is treated like a celebrity.*

By Pat M. Knapp  
Dental Tribune

Celebrity dentist Debra Glassman is often quoted by women's magazines such as *Elle*, *Cosmo Girl* and *Self*, and her client roster includes movie stars, super models and high-profile professional athletes. She also recently introduced a new toothpaste being sold at Victoria's Secret stores. Dr. Glassman recently took the time to chat with Dental Tribune about her passion for making a difference in her patients' lives.

*DT: Why did you choose dentistry as a career?*

Glassman: Dentistry is an art and science, and I've always loved working with my hands. I started working in my dentist's office when I was 15. It inspired me to continue my education, and when I graduated from high school at 15-and-a-half, I went on to Brooklyn College for a semester, then hygiene school for two years. I worked as a dental hygienist for two years and loved it so much that I went on to Columbia University and then to New York University dental school.

# GLASSMAN

From Page 1

**DT:** How did you become a "celebrity" dentist? Is that something you actively pursued, or that found you?

**Glassman:** My celebrity clientele found me. My first celebrity client was Don Johnson [of Miami Vice fame]. He was renting an apartment from a patient of mine, and after making the movie Marlboro Man, he needed some dental work. My patient referred him to me. And that's how it happened. He referred someone else, and they referred someone else...

My philosophy is that I treat all of my patients the way I would like to be treated, whether they're celebrities or not. I give them my full attention and one happy patient refers another friend or family member. It's a great feeling when I turn on the television, go to a Broadway show or see a movie or magazine and realize...hey there's a Glassman smile!! But to me, everyone deserves to be treated with special attention.

**DT:** Can you name some of your current high-profile clients?

**Glassman:** American idol judge Randy Jackson; Maybelline supermodel Josie Maran; stage actress Eden Espinosa (Wicked); fashion designer Randolph Duke; stage actress and Trading Spaces host Paige Davis; her husband, Broadway star Patrick Page (Lion King); television medical reporter Dr. Steve Salvatore (WPIX-TV New York); television reporter Linda Schmidt (Fox 5), hip hop/rock recording artist Princess Superstar; R&B/hip hop artist Sterling Simms; New York Giants wide receiver Sinorice Moss; and disco diva Gloria Gaynor.

**DT:** What are your top procedures and what do they cost?

**Glassman:** Top procedures involve full mouth implant reconstruction and smile makeovers with porcelain veneers. This can cost from \$15,000 to \$57,000 and up to \$60,000 (full implants).

I would say our most common cosmetic procedure is a smile makeover with porcelain veneers. Many women also ask for smile lifts. As they get older, they lose elasticity in their skin and their upper lips tend to droop. Also, when their mouths are



American Idol judge Randy Jackson is one of Glassman's celebrity patients. Other high-profile patients include fashion designer Randolph Duke, New York Giants wide receiver Sinorice Moss and Maybelline supermodel Josie Maran.

at rest they tend to show more lower teeth, which can also be aging. So we build out their smiles with porcelain veneers, which give more support to the lips. We build out the neck of the tooth near the gumline and other areas to support the smile better, and it really improves their look and takes years off their faces.

I work closely with a lot of plastic surgeons. They're realizing now that there's only so much that collagen can do. If the teeth aren't in the right position, they end up with overly fat looking lips. So we make sure the teeth are in the right position to provide lip support.

\*Over the years, natural wear and tear occurs as well as staining that even whitening can't take care of. As people age, their teeth also twist out of position. Porcelain veneer is instant orthodontics: we can straighten teeth in two visits. Our patients also like getting rid of old restorations and putting teeth where they belong for bone support. The cosmetic enhancement of having a white smile takes 10 years off their age.

**DT:** Are there any particular celebrities or public figures whose teeth you'd love to get your hands on?

**Glassman:** Oh, yes. David Letterman has that gap and really short teeth. I'd close the space, make

them a little whiter and build them out to the side. Madonna also has that space and when she smiles, certain teeth are very little and she shows a lot of gum. I'd close the gap and also build out on the side. I'd recommend Invisalign to straighten Hugh Grant's teeth. President Bush has very small teeth and they are also discolored and you can see metal fillings in his mouth when he talks. I would definitely do porcelain veneers and I would increase the length a bit and give him more lip support so you'd see more tooth when he speaks. Reese Witherspoon has a pretty smile, but it definitely flares out. She could use Invisalign and whitening, too.

**DT:** What are some of the special services or considerations you provide for your clients, both the celebrities and everyday clients? Are you on call for celebrity clients?

**Glassman:** We have a very spa-like atmosphere, with candles, back massage dental chairs, paraffin glove treatment for hands and DVDs that patients can watch while they have procedures done. We also offer a light lunch after a long procedure and we send patients home with chicken soup.

We have a large patient base from Europe and the Orient and we do