



10 Million Smiles

Asset for Providers



10 Million Smiles for Existing Patients

Facebook & Instagram	Asset Type: Gif Animation
Suggested Post Copy	<p><u>Option 1:</u> Thanks to everyone who took their Invisalign® treatment journey with us and made this milestone possible. #InvisalignProvider #10MInvisalignSmiles</p> <p><u>Option 2:</u> Thanks to everyone who took their Invisalign® treatment journey with us and made this milestone possible. Tag a selfie, video or story using the #10MInvisalignSmiles on social media to help us celebrate! #InvisalignProvider</p>



10 Million Smiles for New Patients

Facebook & Instagram		Asset Type: Gif Animation
Suggested Post Copy	<p><u>Option 1:</u> Invisalign® clear aligners have transformed 10 million smiles around the world. Discover what treatment can do for you! Schedule a consultation today. #InvisalignProvider #10MInvisalignSmiles</p> <p><u>Option 2:</u> Invisalign® clear aligners have transformed 10 million smiles around the world. Schedule a consultation today to see if Invisalign® treatment is right for you! #InvisalignProvider #10MInvisalignSmiles</p>	
Suggested Headline	Join the 10 million smiles	
Suggested Link Description	(Doctor can customize their link description to their site) EX: Best Smiles Orthodontics	
Suggested CTA Button	Book a Consultation	



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Instagram Story

Notes	<p>No additional copy is necessary for the Instagram Story, however Doctors are welcome to add their own personal aesthetic with gifs and other IGS features.</p> <p>Recommend tagging your location and adding one or two hashtags.</p>
Hashtag Suggestions	<p>#InvisalignProvider</p> <p>#Invisalign10MSmiles</p>

