

PRESS RELEASE
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For Immediate Release
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PRESS RELEASE

Breaking News: It's Time to Smile Again!



***Straight Teeth Solutions' "Simple" Alignment Process
Offers a Long-Awaited, Proven & Affordable New Alternative***

Crowd-Funding Campaign Supports National Expansion

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(NEW YORK, NY – March 28, 2022) For decades, the response to those seeking to “improve their smile” consisted only of a myriad of confusing and expensive dental procedures – or, perhaps worse, options that seemed affordable but lacked the oversight of a dental professional. Fortunately, just as millions of Americans are excited about venturing out and reconnecting with friends and loved ones, after two challenging years, Straight Teeth Solutions offers a breakthrough new process – their patent-pending “Simple” alignment technology including aligners, retainers and night guards – that responds to these obstacles in a manner that is guaranteed to generate happiness – and patient satisfaction.

Coming together in 2019, the company’s executives bring over 150 years combined experience in the dental space to this project, having worked with ClearCorrect, Ormco and other leaders in the industry. Together, the Straight Teeth Solutions team has introduced a new approach to dental alignment. Instead of forcing those seeking to improve their smile to make a “Sophie’s Choice” of either consulting an established dentist who was likely to put them into debt with their recommended treatment plan or “going it alone” D2C options without the benefit of a professional monitoring their progress. Instead, thanks to state-of-the-art 3D computerized patient assessment, the Straight Teeth Solutions lab is able to fabricate a personalized orthodontic aligner solution that can – and is – monitored on a regular basis by a licensed dentist, guaranteeing an optimal outcome for each and every patient.

As the current crowdfunding campaign launched for this innovative new approach has proven, it’s remarkably popular not only with patients, but with dentists as well – especially a younger generation of dental school graduates who do not feel compelled to charge exorbitant fees for their work. In fact, the more than 170

dentists who has become affiliates of Straight Teeth Solutions have found that the partnership is a great way for them to meet new patients who may need other services for years to come.

Launched in 2019, the Straight Teeth Solutions approach makes use of AI-designed materials, custom created for each patient.

Investors recognize the great potential of this innovative new approach, too. Research indicates that the USA market for orthodontic aligners is approximately \$1.4 billion and is projected by be \$6 billion in 2027. Malocclusion or misalignment of teeth is a ubiquitous problem, affecting an estimated 60% of the population worldwide. Over 300 million could benefit from straightening their teeth. The growth of the company will rely on fees paid by dentists, in exchange for their participation – as well as the affordable fee paid by patients, including a low-cost monthly installment plan. For those who had become accustomed to their high cost of traditional braces or even costly aligners such as Invisalign, this a major breakthrough.

On the basis of Straight Teeth Solutions' first three years of growth, the future is bright indeed – and not just because of the millions of wonderful smiles from appreciative patients!

For more information about the Netcapital crowdfunding campaign mentioned above, visit

<https://netcapital.com/companies/smilesimple>

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