

Smile Direct Club brings affordable dental solutions to NZ

10 October 2019 | News | By Manbeena Chawla

Teledentistry pioneer continues rapid global expansion to unleash the power of straighter, brighter smiles



US headquartered SmileDirectClub, Inc., the industry pioneer and first direct-to-consumer medtech platform for teeth straightening, has announced its recent expansion into New Zealand.

Through access to safe, affordable and convenient smile care solutions, SmileDirectClub helps people unleash the power of their smile, empowering them to positively impact their place in the world.

SmileDirectClub's groundbreaking teledentistry platform connects eligible consumers with locally licensed dentists and orthodontists, who leverage SmileDirectClub's technology and other non-clinical services, to prescribe and manage remote clear aligner therapy at a cost up to 60% less than traditional braces.

While New Zealand provides its population with financial assistance on routine oral care through its publicly funded dental care system, it often does not cover orthodontia, with braces costing an average of \$8750 (NZD).

Following the successful launch of SmileDirectClub in Australia in May 2019, the brand opened its first SmileShops in Auckland and Wellington, New Zealand in September, followed by a new location in Christchurch, with plans to expand its footprint in the country over the coming months. SmileDirectClub clear aligner therapy will be available for a flat rate of \$3250, or through its SmilePay option of \$430 deposit and \$130 per month for 24 months.