

By Dr. Maryann Kriger, D.D.S - Board Certified Orthodontist
Member Midwest Angle Society of Orthodontics



invisalign®

vs Braces

Truth Revealed



Contents

Introduction	3
Orthodontist Versus General Dentist?	4
What is the difference?	
Why Choose A Board Certified Orthodontist?	5
Invisalign vs Braces	6
Don't Knock Braces	6
How I Do It... I Love Technology!	7
Cost	7
Before & After	8
Testimonials	9
Contact Us	9

Introduction

The American Academy of Cosmetic Dentistry (AACD) study revealed why a smile makeover is a wise choice that can yield a life-changing return on your investment – you!

99.7% of Americans believe a smile is an important social asset.

74% feel an unattractive smile can hurt chances for career success.

50% of all people polled were dissatisfied with their smile.

That's why it's important to seek the right advice from a specialist for the treatment options available to you. The last thing you want to do is invest your time and hard-earned money in a treatment that doesn't give you the dazzling smile you want, or costs you more than it should!

Chosen by over 4,000,000 people who dream of a beautiful smile, Invisalign is a virtually invisible alternative to braces. It is known for its patient satisfaction. *But is it the right choice for you and your family?*

If you are thinking about starting Invisalign treatment to straighten your teen's teeth or your teeth, you probably have lots of questions...

Should I see an orthodontist or a dentist? - What is the difference?

Which is the right choice for me? Braces or Invisalign?

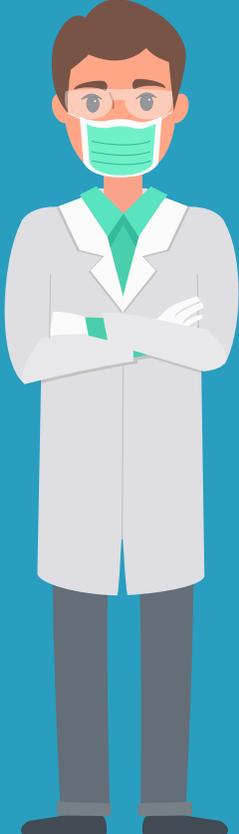
Which is more affordable?

My goal is to give you all the information you need in making this decision.



Orthodontist Versus General Dentist?

What is the difference?



Orthodontist	Dentist
<ul style="list-style-type: none">✓ Specialist in straightening teeth✓ Specialist in aligning jaws✓ Has specialized education beyond dental school✓ Can choose the correct treatment from all available treatment options✓ Expert knowledge of new and emerging treatments and technologies	<ul style="list-style-type: none">✓ Cleans teeth✓ Fixes cavities✓ Checks general oral health

The short answer is “Training”

While, both dentists and orthodontists are able to correct smiles with Invisalign and braces – The reality is that for simple cases, it probably doesn’t matter. However, a trained, experienced orthodontist has the ability and experience to distinguish between simple and difficult cases. *This may be the difference between a mediocre result and a long-lasting excellent smile.*

The Orthodontists’ training also allows them to select a more effective course of action and correct issues that may arise during the treatment.

Here’s why:

A general dentist is your primary care dental provider. This dentist diagnoses, treats, and manages your overall oral health care needs, including gum care, root canals, fillings, crowns, veneers, bridges, and preventive education.

An orthodontist is a general dentist first. They then receive an additional 2-3 years of training to specialize in orthodontics. An orthodontist is an expert in the diagnosing, preventing and treating dental and facial irregularities, or “malocclusion” (meaning “bad bite”).

Orthodontists are skilled in treatments that will bring teeth, lips and jaws into proper alignment.

A general dentist simply doesn’t have the training like an orthodontist to address certain bite or alignment issues. The procedure may require an orthodontist’s involvement after the general dentist gives up, causing unnecessary delay, inconvenience – not to mention cost.

Choosing the specialist with the most experience in the field should be your first priority. If you’re unsure whether to choose a dentist or orthodontist for your treatment plan, make sure you find about their training and certifications.

According to the American Board for Orthodontists:

Why Choose A Board Certified Orthodontist?

Orthodontics is more than just straightening teeth. Orthodontists understand the complexity of growth development and facial form. Treatment plans include issues related to the jaw and bite, not just movement of teeth.

There's a reason orthodontists go to additional years of highly competitive orthodontic school – to learn and perfect their ability in the specialty. A general dentist is ideal for providing regular oral health check-ups, comparable to your family doctor. Many dentists offer orthodontic treatment plans, but have NOT had that same level of training in orthodontics.

A board certified orthodontist is committed to the highest level of patient care, including a comprehensive treatment approach to ensure quality work. Additionally, board certified orthodontists must renew their certification to demonstrate their continuous commitment to excellence.

How to Choose an Orthodontist

The American Association of Orthodontists (AAO) recommends that your child gets a check-up with an orthodontist between a child's 7th and 8th birthday.

However, you are never too old to benefit from orthodontic treatment. Adults represent a significant percentage of patients in most orthodontic practices.

Finding the right orthodontist is an important decision. We know you want the best care and an excellent result at an affordable price. We want to help you with this important and

sometimes challenging process. Here are the recommended steps:

1. Obtain a listing of possible orthodontists in your area

- Get recommendations from your dentist, family and friends
- Search for local board certified orthodontists on the Board Certified Orthodontist Locator (www.americanboardortho.com/portal/public/)

2. Research options

- Choose a Board Certified Orthodontist if possible.
- View Orthodontist's website and reviews.

3. Meet with orthodontist for consultation

- Don't be afraid to ask questions to make a well-informed decision
- Discuss recommended approach for treatment and other treatment options
- Review associated costs and discuss insurance coverage options
- Trust your Gut!

If you're unsure whether to choose a dentist or orthodontist for your treatment plan, make sure you find out about their training certifications.



American Board
of Orthodontics

Invisalign vs. Braces

Invisalign is designed to be **Invisible Clear Aligner Therapy**. These clear aligner trays are made of smooth, comfortable, BPA-free clear plastic and are worn over your teeth (20-22 hours) to subtly and gently move your teeth.

Invisalign is just a laboratory that relies on the doctor to diagnose misalignment of your teeth and jaws and instruct the Invisalign lab to fabricate a series of aligners to achieve the desired tooth movement. The more training and expertise your doctor has with orthodontic tooth movement and aligner therapy, the better the design and thus the result. This is true for both Invisalign and braces.

Invisalign is not a great treatment option for some patients or for some specific tooth movement. An orthodontist can always add braces for a short period of time to achieve the desired tooth movement if Invisalign has failed. **Whereas a general dentist may not do braces and may need to refer you to an orthodontist to complete your care.**

If your aligners are not designed properly, you may not get the results you desire. Imagine having to pay AGAIN, to redo your treatment. That is why choosing a Board Certified orthodontist is a simple choice.

Treatment for Teens:

... that's right, We also offer Invisalign Teen! Instead of your teen having to hide behind a metal smile, Invisalign can be part of their treatment plan. Teens do fantastic with Invisalign and we are able to achieve great results!

Don't Knock Braces:

Braces are a fantastic option for adults and teens.

Braces are attached to every tooth, so that tooth movement



can be more predictable and with ceramic braces- treatment can be really esthetic.

Each modality has its "pros and cons".

Please schedule a Complimentary Consult to explore treatment goals and best treatment options.

Dr. Maryann Kriger is a board Certified Orthodontist and has completed over 500 Invisalign cases, making her an ELITE provider and considered top 5% of experienced providers in the nation.

Dr. Maryann Kriger is also a member of the prestigious Midwest Angle Society of Orthodontists. This a very special honor!

My office always offers Complimentary Consults that allow for us to meet and discuss the treatment plan and make sure treatment will be successful esthetically and functionally, and our goal is to make treatment very affordable.

Call now to schedule your Complimentary consult.

Bonita Springs:
(239) 947-1235

Marco Office:
(239) 394-1236



How I Do It... I Love Technology! "NO MORE GOOPY IMPRESSIONS"

My Itero Scanner is a great tool for diagnosis and treatment planning.

The iTero Scanner is a state-of-the-art digital impression system that eliminates the need for messy putty in your mouth. With our scanner, we can digitally capture a detailed 3D model of your teeth and gums. Not only is this process far more comfortable than the old putty based impressions, but it's faster and can offer a superior clinical endpoint.

- No goop or gag to worry about
- Fast, accurate impression
- Ideal for Invisalign® clear aligners and retainers
- See a simulation of your potential post-treatment smile

Cost

Smile correction is a big investment, regardless of who you choose to perform it.

Your gut reaction may be:

- 1) Orthodontists are more expensive than dentists
- 2) That Board Certified orthodontists are more expensive than anyone
- 3) My insurance will pay for a dentist but not an orthodontist to fix my teeth
- 4) I already know my dentist - they will do a good job

In addition to having more treatment options, orthodontists may be in a better position to save money through various financing options. Don't assume that one is less expensive than the other. Often your out of pocket cost will be similar.

Besides - getting smile and bite correction (Invisalign or otherwise) is something you're doing for YOURSELF. It goes way beyond the surface of a cosmetic change!

Think about your future with the smile you've always wanted.

Straightening the 4 top and bottom front teeth is straight forward - it is creating a functional and protective bite that is more challenging, and this is what makes the results last and be more successful.

- We offer "no interest", affordable in-house finance options,
- as well as Care-Credit and several others.
- We accept most insurance plans that make treatment extremely affordable.

Please call our office to schedule a complimentary Consult to discuss your treatment options and how we can make orthodontic care affordable for you and your family.

Treatment cost can range due to the complexity of treatment needed. With insurances, you often pay the same for a dentist as you would for an orthodontist and the same for a board-certified orthodontist. So why not trust the most trained and experienced doctor for your orthodontic care?



CareCredit helps you pay for out-of-pocket healthcare expenses for you, your family, and even your pets! Once you are approved, you can use it again and again to help manage health, wellness, and personal care costs not covered by insurance.

FLEXIBLE SPENDING ACCOUNT EXPENSE

Also because it's an orthodontic treatment, Invisalign qualifies for reimbursement under a flexible spending account (FSA) offered by your employer. This allows you to plan ahead and put aside pre-tax money to pay for your treatment.

Before & After

Take a look at these Before and After photos from my own patients...



Testimonials

"My smile is so much better than I ever expected. Dr. Kriger is a perfectionist and worth it!!" -E.R.

"I can grin from ear to ear and I AM not self-conscious anymore about my smile!" -S.A.

"Thank you so much Dr. Kriger and Staff! I couldn't be more happy with my smile. Dr. Kriger Rocks! Thanks again!" -J.P.

"Dr. Kriger did a beautiful job with my son's teeth, and he was always happy to go to his appointments." -W.M's mom

Contact Us

If you have any further questions regarding which is a better choice for you- Invisalign or braces, don't hesitate to call us today for a Complimentary Consult!

(And \$2000 off comprehensive treatment with braces or Invisalign)



Call Today: 239-645-4701

Don't forget... as a Board Certified Orthodontist, my expertise can help you make the best decision for your or your child's needs!

There are lots of other facts you need to know before choosing the right specialist for your orthodontic care.

Make sure you pick the right professional to give you the smile you've always dreamed of!

