



# Straight Smiles Canada

Your ultimate smile, the ultimate experience

## Tenant Information Package

# The Straight Smiles concept

Straight Smiles is Canada's first teeth-straightening spa, where orthodontics, retail and spa align.

Patients benefit from efficient, painless, digital treatment using the Invisalign® system of clear aligners.



## The Straight Smiles vision

Getting a straighter smile used to be a painful experience. A mouth full of metal, inconvenient practice locations and treatments that could go on for years.

What if you could actually enjoy the experience of achieving your optimal smile?

At Straight Smiles Canada we make this happen. From our intimate, spa-like setting, to our convenient locations, we have thought of everything to make the experience of achieving your optimal smile an indulgent one.

## Business overview

A one-stop Invisalign shop, a retail service environment

To provide easy access to invisible orthodontic treatment

Customer-focused (not just patient-focused)

Spa-like atmosphere

Ideal co-tenants are fellow retailers and services

**We are to orthodontics what Warby Parker is to optical**

# The Straight Smiles consumer

Adults are the fastest growing segment of the orthodontic population, a trend that will continue as treatment options become more adult-friendly, and convenient.

Teenagers and their families are increasingly opting for Invisalign® treatment instead of braces. Invisalign® now has a program to meet the needs of this demographic.

We envision servicing a 50/50 split of teen and adult guests seeking an invisible treatment option *and* convenience in terms of compliance, location and time commitment.

# The Straight Smiles steps

Customers come in to learn about Invisalign and the invisible straightening process

Those ready to proceed have their teeth scanned with our state-of-the-art digital scanner (no moulds required)

Clear aligners arrive within a few weeks, and begin to move the teeth in safe and virtually painless increments

Customers return to StraightSmiles every few weeks for monitoring, bringing in additional visits to the shopping centre

Average time until straighter teeth is 12-18 months



## Location criteria

500 - 1,000 square feet

Ideal sites: high traffic locations in enclosed shopping malls

Target markets in Southwestern Ontario:

- Greater Toronto Area
- Scarborough
- Vaughan
- Mississauga
- Etobicoke
- Hamilton

# The Look & Feel of Straight Smiles





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## Marketing overview

The Straight Smiles team will implement the following marketing initiatives, targeting within a 10km radius of each location:

- Social media and search engine marketing
- In-mall advertising: Seize opportunities within the shopping centre including newsletter/website
- Video window display showcasing “Straight Smiles Success Stories”
- Co-promotion with complementary retailers in our Straight Smiles Suite program

## Site opportunities invited by:



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