



SmileDirectClub Grows Oral Care Line With Two New Travel Products

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Travel Toothbrush and Travel Kit Help Consumers Maintain a Healthy Smile On-the-Go

NASHVILLE, Tenn., June 16, 2021 – Just in time for summer travel season, [SmileDirectClub, Inc.](#) (Nasdaq: SDC), the next generation oral care company with the first medtech platform for teeth straightening, has launched two new oral care products designed to help consumers maintain a healthy smile wherever they go.

The [SmileDirectClub Travel Toothbrush](#) is a full-size toothbrush packed with premium features, including a foldable, compact design, antimicrobial lining that keeps the brush compartment clean, and more. The [SmileDirectClub 5-Piece Oral Care Travel Kit](#) includes all you need to maintain your oral care routine on-the-go – a full-size travel toothbrush, travel toothpaste, whitening dental floss, and hand sanitizer – and features a durable, water resistant design and convenient hanging hook. The kit also features pockets designed to hold the Company's [Aligner/Retainer Case](#) and its full size [Electric Toothbrush](#). Both products are available now on [shop.smiledirectclub.com](#).

"We designed these new oral care products after realizing that most aligner customers don't have a good way to keep their smile fresh while on the go during treatment. The Travel Kit and Toothbrush give Club Members and consumers a way maintain good dental health while at work or traveling as they reveal their smile transformations to friends and family," said Josh Chapman, Chief Global Brand Officer, SmileDirectClub. "We will continue to introduce innovations in oral care that offer consumers better options to get a smile that they love more affordably and conveniently than ever before."

The new SmileDirectClub Travel Toothbrush and Travel Kit are an extension to the Company's award-winning suite of oral care products, now available in 12,500+ retail stores including Walmart, CVS, and Walgreens in the US and Shoppers Drug Mart and Walmart Canada in Canada. According to SmileDirectClub's own research, nearly 60 percent of consumers are looking forward to seeing other peoples' smiles again as masks come off¹. With interest in teeth whitening and straightening on the rise, consumers are increasingly focused on improving their oral health, which many neglected during the pandemic.

"It's essential to maintain good oral hygiene every day, whether you're home or away, because oral health is inextricably linked to overall health," said Dr. Jeffrey Sulitzer, Chief Clinical Officer for SmileDirectClub. "The pandemic caused an increase in oral care issues largely related to stress, poor habits and long-term mask wearing, which is bad for the teeth and supporting structures due to prolonged dryness. It's vital for patients to resume their regular dental cleanings and ensure they are taking proper care of their teeth wherever they go."

Source: Onepluse Survey, n=300 US Consumers, 18-64 yo with representative market mix of gender, ethnicity, age group, HH income, and geographic location

Since launching in the U.S. in 2014, SmileDirectClub has become one of the fastest-growing health technology companies, serving well over one million customers around the world.

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About SmileDirectClub

SmileDirectClub, Inc. (Nasdaq: SDC) ("SmileDirectClub") is an oral care company and creator of the first medtech platform for teeth straightening. Through its cutting-edge telehealth technology and vertically integrated model, SmileDirectClub is revolutionizing the oral care industry, offering consumers the ability to get clinically safe and effective treatment but without the 3x markup. SmileDirectClub's mission is to democratize access to a smile each and every person loves by making it affordable and convenient for everyone. SmileDirectClub is headquartered in Nashville, Tennessee and operates in the U.S., Canada, Australia, New Zealand, United Kingdom, Ireland, Germany, Austria, Hong Kong, Singapore, Spain and Mexico. For more information, please visit [SmileDirectClub.com](#).

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