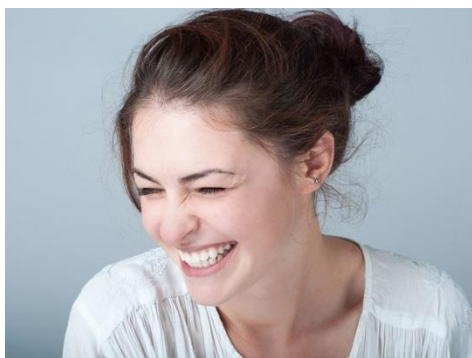




Invisalign Self-Improvement Survey: NewsWorthy Analysis

Prepared for GOLD PR, July 2015

Mid-year check-in: Women are pushing hard to keep up with resolutions to better themselves - and it's working!



Many people who make New Year's resolutions end up quitting a few months, if not days, after setting these goals. But a new survey by Invisalign finds nearly 32 million women who pledged to better themselves at the start of 2015 feeling great about their progress to date. In fact, nearly all of the ladies who vowed to improve at least one thing about themselves are still committed to the goal they set over seven months ago! And it looks like the rest of the year is going to be just as successful. Many women have set new self-improvement resolutions and are confident they can achieve goals like losing weight and eating healthier in the next three months.

2015 is proving to be a successful year for self-improvement goals

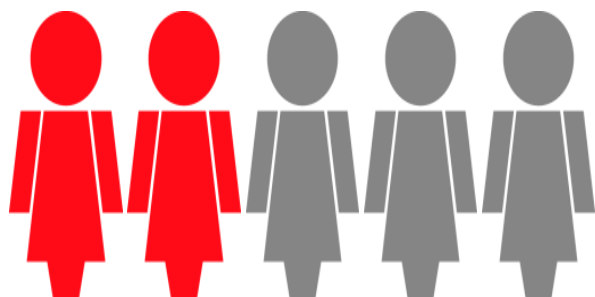
1

Time to Make Changes. The spirit of the new year pushed many women to set their eyes on making themselves better. Nearly **49 million** women (**40%**) **set at least one self-improvement goal when 2015 began.**

- *Almost half (49%) of women ages 18-54 made a resolution at the start of 2015 to improve themselves, vs. 27 percent of those ages 55 and over.*
- *More moms than women without kids (49% vs. 36%) and more married women than those who are not wed (44% vs. 37%) set such a goal at the start of the year.*

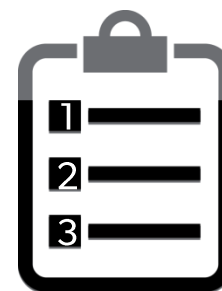
2

40% of women set a self-improvement goal at the start of 2015



3

Lofty Ambitions. Three in four (**75%**) of these resolution-setting women planned to achieve **multiple self-improvement goals.** On average, they set **three** such resolutions.



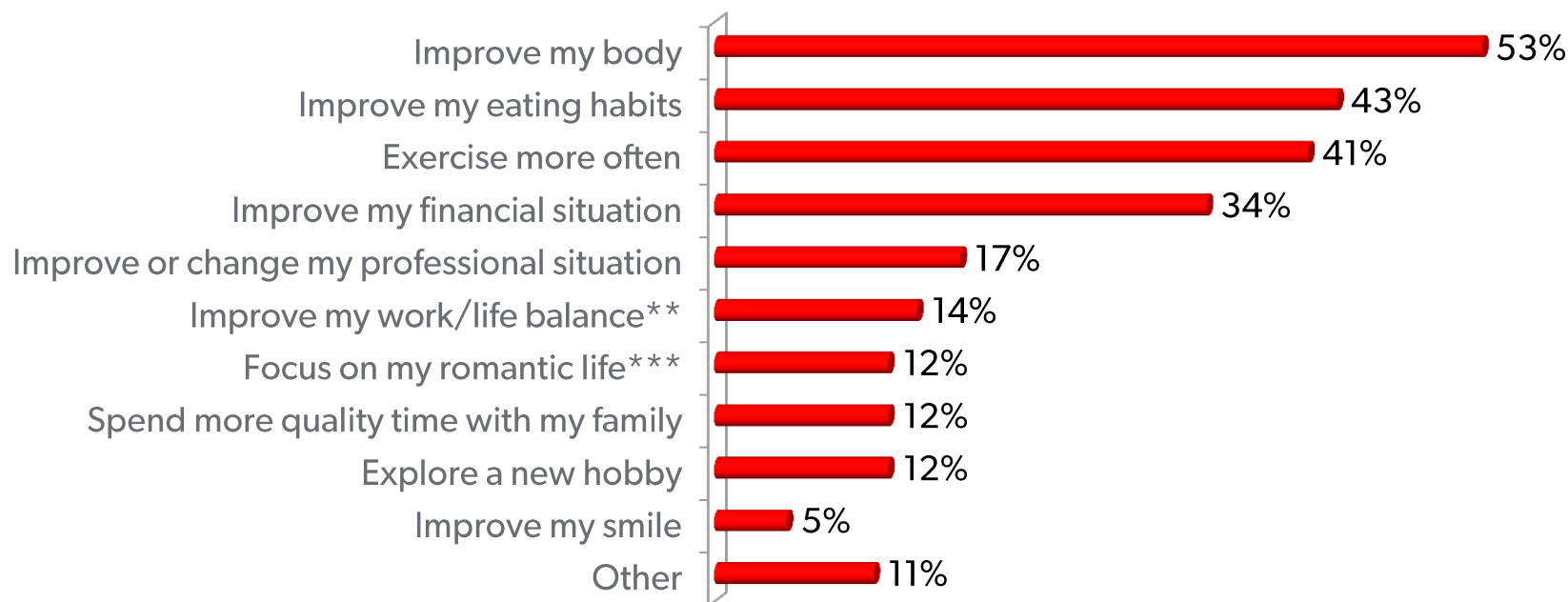
4

Body Shop. The most common goals these ladies made revolve around bettering their bodies, inside and out. More than half (53%) set a goal to **improve their body**, such as to lose weight or get more toned. And over four in ten resolved to make their **eating habits better** (43%) or **exercise more often** (41%). Five percent set a goal to **improve their smile**.

- Women ages 18-34 who set self-improvement goals at the start of 2015 are more likely than their 35+ counterparts to have set their sights on a better body (60% vs. 49%) or financial situation (40% vs. 30%).

5

Which self-improvement goals did you set at the start of 2015?*



*among women who set at least one self-improvement goal at the start of 2015

**among working women

***among women who are not married

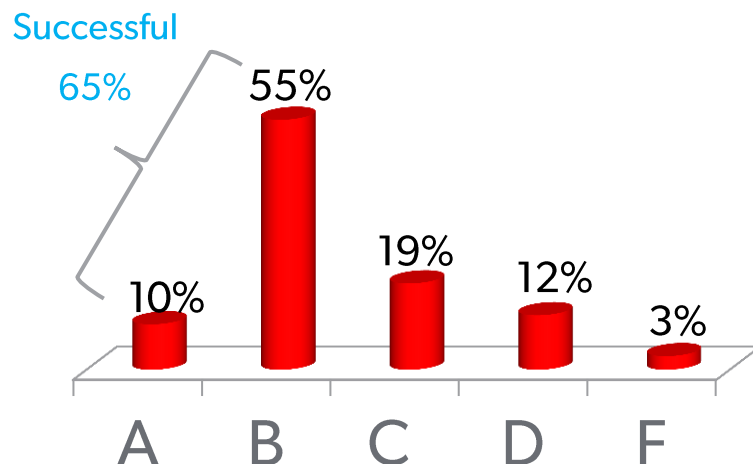
6

Lesson Learned. While more than one-third (36%) of women have a history of **failing self-improvement goals in the past**, things are looking better this year. Almost two in three (65%) ladies who resolved to better themselves this year say they **have been successful so far**.

Pushing Forward. And they aren't done yet! Nearly all (98%) are **still working on at least one of these goals**.

7

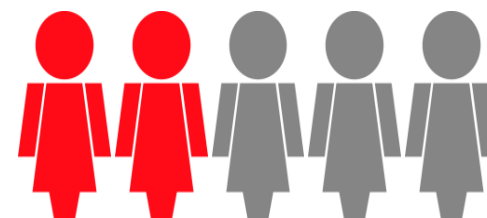
What grade would you give yourself on your overall progress thus far on the self-improvement goals you set at the start of 2015?*



*among women who set at least one self-improvement goal at the start of 2015

8

Thinking Ahead. What's more, they'll be apt to challenge themselves again next year. Over two in five (41%) women **plan to set at least one self-improvement goal in 2016**.



- Close to six in ten (57%) women ages 18-34 have their eyes set on improving themselves in 2016, vs. 33 percent of their counterparts ages 35 and over.

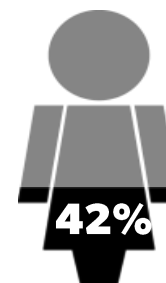
Self-improvement resolutions started now can be achieved by the winter

1

Why Not Now? The start of the year isn't the only time to resolve to make yourself better. Over two in five (42%) women have **set a new self-improvement goal** within the last few months.

- *In the last few months, three in five (60%) women ages 18-34 have set a new self-improvement goal – far fewer (34%) women ages 35+ have done this.*

2



I have set a self-improvement goal in the last few months

3

The Right Encouragement. What's more, many women would be motivated to push hard through the next few months in order to achieve self-improvement goals.

Ladies would most likely be pushed by **seeing quick results** or progress (45%), knowing they've **accomplished the goal before** (37%), and **overcoming obstacles** that they visualize getting in their way (27%).

Progress Report. Modern technology would also give some of these women a nudge. About one in five agree that a **wearable device** (18%) or **app** (16%) **that tracks their progress** would motivate them to push harder.

- *More women ages 18-34 than those 35+ would be motivated to work hard to reach their goal by seeing quick results or progress (53% vs. 42%), knowing they've reached the goal before (42% vs. 34%), visualizing obstacles in their way and overcoming them (36% vs. 22%), wearing devices that track their progress (24% vs. 15%), knowing someone else who set the same goal (27% vs. 13%), knowing someone else who achieved the same goal in that timeframe (26% vs. 11%), using helpful apps that track progress (25% vs. 11%), and knowing they did not succeed when they tried to reach the goal before (20% vs. 9%).*

4

What would motivate you to push harder to reach self-improvement goals in the next three months?



5

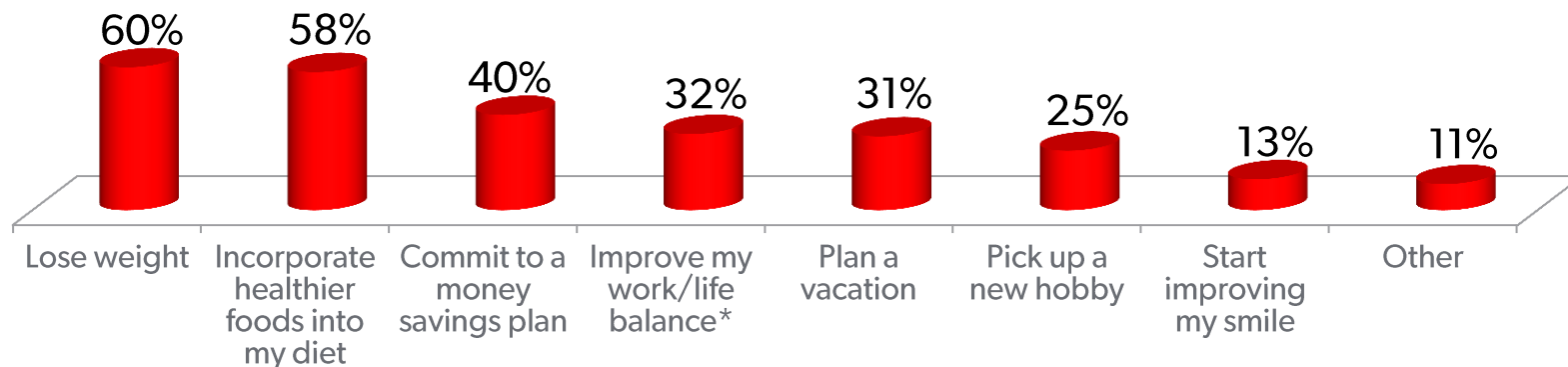
Full Speed Ahead. In fact, many women believe they could achieve a variety of goals within the next three months if they start now, including **losing weight** (60%), **incorporating healthier foods** into their diet (58%), and **picking up a new hobby** (25%).

Nearly 16 million women (13%) think they could start **improving their smile** within the next 90 days.

- Women ages 18-34 are more likely than those 35+ to believe they could lose weight (66% vs. 57%), incorporate healthier foods into their diet (64% vs. 56%), commit to a money savings plan (53% vs. 34%), pick up a new hobby (37% vs. 18%), and start improving their smile (22% vs. 9%) within the next 90 days if they start today.
- More moms than women without kids agree that they could commit to a financial savings plan (51% vs. 36%), pick up a new hobby (32% vs. 21%), and start improving their smile (19% vs. 10%) in the next three months if they start now.

6

What do you think you could achieve in the next three months if you start now?



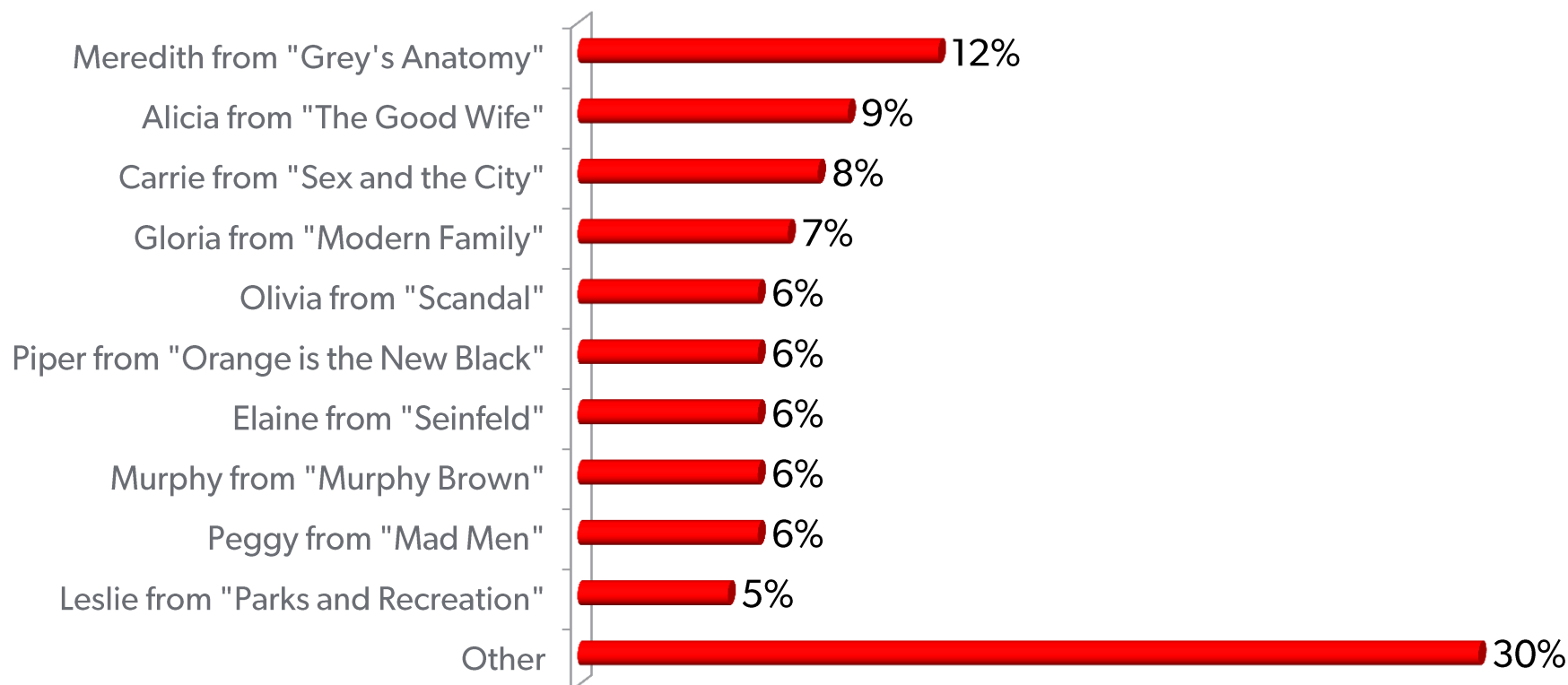
*among working women

7

And the Award Goes to... Some well-known women on the small screen have been shining examples of achieving personal growth. Women name **Meredith from "Grey's Anatomy"** as the #1 female TV character who has **improved herself the most** over the course of the series (15 million, or 12%).

8

Which female TV character do you think improved herself the most over the course of her entire series?



Millions of women would be happier if they had a better smile

1

Happy Face. If they did take steps towards a better smile, they would likely soon see positive changes beyond their appearance. Many women believe that **improving the look of their smile** would give them a boost of **confidence** (44%) and **happiness** (36%). Others say it would make them **feel more attractive** (41%) and **more comfortable smiling** (38%).

- Women ages 18-34 are more likely than those 35+ to think improving the look of their smile would make them feel more confident (55% vs. 39%) or attractive (50% vs. 37%).
- More ladies with crooked teeth than those with straight teeth think improving the appearance of their smile would make them feel more attractive (50% vs. 39%) and happier (46% vs. 34%).

2

How would you feel if you improved the look of your smile?



Margin of Error = +/- 3 Percent

Sample = 1,040 Nationally Representative American Women Ages 18 and Over

About The Survey The Invisalign Self-Improvement Survey was conducted between July 2 and July 9, 2015 among 1,040 nationally representative American women ages 18 and over, using an e-mail invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. female population ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3 percentage points from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

Kelton Global is a leading global insights and strategy consultancy serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations. Utilizing a wide range of customized, innovative research techniques and staff expertise in marketing, branding, PR, media, and business strategy, Kelton helps drive our clients' businesses forward.

For more information about **Kelton Global** please call 1.888.8.KELTON or visit www.keltonglobal.com.