

## PRESS RELEASE

# blue®m launches the Aligner Care Kit to promote patient compliance and self-care

**Zwolle, the Netherlands, October 31, 2024 – blue®m is setting new standards in aligner care with the introduction of its Aligner Care Kit, designed to meet the growing needs of both patients and aligner brands. blue®m, the #1 in aligner care, has been the top choice for maintaining aligners for many years with its award-winning Oral Foam. This foam not only cleans and maintains aligners but is also designed to care for teeth and gums.**

The market for clear aligners is experiencing rapid global growth, yet patients face challenges similar to those with traditional braces, such as plaque buildup, unpleasant odors, stains, discomfort, and difficulties speaking. These factors can reduce motivation and ultimately impact treatment outcomes. Thanks to the revolutionary oxygen technology in the blue®m Oral Foam, aligners are quickly and thoroughly cleaned of plaque, stains, and unpleasant odors, while also supporting gum health, brightening teeth, and providing a refreshing experience in the mouth.

The blue®m Aligner Care Solution is an essential tool for aligner brands and orthodontists. Collaborating with some of the leading brands in the aligner industry worldwide, including ClearCorrect, DR SMILE, and AirSmile, the blue®m Aligner Care Solution is integrated as a key component of the patient experience. For aligner brands, this solution not only promotes patient compliance and satisfaction but also strengthens brand differentiation in a competitive market.

"The success of aligner treatments heavily depends on patient commitment," says Nathalie Beck, Chief Miracle Maker at blue®m. "With our Aligner Care Solution, we offer aligner brands an effective way to support patient compliance and self-care. Our collaborations reflect the strong demand for an aligner care solution that helps patients stay motivated throughout their aligner journey to achieve the desired results."

The newly introduced Aligner Care Kit also offers an option for a personalized sleeve, providing brands a unique opportunity to add value for the patient. blue®m's oral foam, voted Best Product of the Year 2019-2020 in the Netherlands, cleans aligners, brightens teeth, and cares for gums: a gentle and safe must-have solution for people with clear aligners.

Visit [bluemcare.com/aligner-care/](https://bluemcare.com/aligner-care/) and discover how the blue®m Aligner Care Solution can become an essential part of your brand's patient experience.

### **Note to press:**

To request additional press information, such as images or product/fact sheets, or to obtain blue®m products for editorial purposes, please contact Cristel Malherbe-Bredius at +31 (0) 85 303 11 49 or [cristel@bluemcare.com](mailto:cristel@bluemcare.com).