

This LA Startup Took A Byte Out Of A Multi-billion Dollar Industry

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For the past 5 years, more and more people have been ditching braces to move towards an invisible orthodontic option like Invisalign. But only in the last 2 years have things started to get really interesting as new companies have entered the market. Leading startup [byte](#) is an obvious

standout, and one that is disrupting things by thinking outside the teeth. In a day and age where online reviews are as transparent as the braces, byte seems to have not only won the hearts of their customers, but even the praise of those with already straight teeth.

The popularization of the direct to consumer business model has had a huge impact on the outdated orthodontic industry. With companies like Warby Parker sending customers glasses frames to try on at home, and [Blue Apron](#) taking the grocery shopping out of cooking, many consumers have come to expect their goods and services to arrive right on their doorstep. By adopting the direct-to-consumer business model, aligner companies like [Smile Direct Club](#) have quickly grown into massive operations.

As other aligner companies remain similar to each other and almost clinical in their approach with nearly identical offerings and similar treatment times, byte has differentiated itself with faster treatment times, better customer service, and a brand experience that stands for more than just straightening teeth.

byte has a likeness or persona to many of the established brands that we now know and love already, which makes this a very fun company to watch. Think Warby Parker, Glossier, and Beats by Dre all rolled up into a dental product.

Win, lose or draw, one thing IS for sure – byte does it differently.

Challenging the existing aligner model

byte's Chief Cosmetic Dental Officer is Los Angeles-based celebrity dentist Dr. Jon Marashi. Marashi has built many of the famous smiles of icons like Pink, Ryan Seacrest and Tom Hanks (to name a few). His philosophy is to create a better smile that fits the individual face – not just aligning the teeth. Together with byte they have built this into their entire treatment process and launched [SmileScience](#), their innovative approach to using consumer selfies, mouth molds, and smile goals to create a unique smile that aesthetically fits the patients' facial features better. This takes into account lip size, mouth size, and how much your teeth show when you smile.

"We're not out to create the perfect smile," said Dr. Marashi, "we are out to create your perfect smile."

When someone chooses to straighten their teeth they know that there will be a certain length of time until results can be seen. This has been an industry standard for years. byte has seen this pain point and addressed this with a device that will actually speed up the treatment time. They call it, the HyperByte.

HyperByte is a high-frequency vibration (HFV) seating tool that ensures aligners fit snugly over the teeth. This technology has actually been around for a while and has numerous articles, and published clinical testing. With just 5 minutes a day using HyperByte along with bytes BPA-free clear aligners inserted, byte patients can complete their treatment up to six times faster than they would have with traditional braces alone. For years, these high-frequency seating tools have retailed at orthodontic offices for north of \$900. Currently, byte includes the HyperByte at no additional cost.

With teeth whitening goodies included, byte separates themselves within the market by having a fanatical customer-first culture. In fact, byte was one of the top-rated companies across 8 different review sites we researched.

Above all else, it seems byte prioritizes the consumer experience – which is encapsulated in their fresh and innovative brand marketing.

byte offers more than invisible dental aligners – they offer a brand experience.

Going against the grain

byte does not just market straighter teeth, they market empowering confidence. And they do it much differently

than one would think. According to the [American Dental Association](#), one in every four adults reports that they avoid smiling due to the condition of their mouth and teeth. byte's mission is to instill confidence in their consumers by inviting them to "own their own smiles." Amazingly, sometimes that means not smiling at all.

byte's ["don't tell me to smile more"](#) campaign perfectly wraps byte's contemporary and maverick brand identity. The campaign acknowledges the fact that almost every woman out there has been told to smile by someone, and how that instruction can make the smile itself feel like a concession, not empowering. byte [conducted a survey of more than 500 women](#) on the implications of their expressions, and found that an astounding 98% of women had been told to smile at least once in their lives. Nearly 15% of respondents said that it happened weekly. Perhaps unsurprisingly, most of these instructions to adjust demeanor came from male co-workers and were directed at women in power. When asked how it felt to be told to smile, women reported feeling demeaned, annoyed, and sometimes offended.

byte's response was to encourage their clients not to smile when they do not want to. The byte assertion is that every smile belongs to the person wearing it and that everyone should reclaim the right to their own expression. No one

owes someone else their smile.

“At the end of the day, we want our patients to feel heard and respected,” said Sarah McDonald, Head of Brand Marketing at byte, “the ‘don’t tell me to smile more’ campaign really captures who we are. Consumers today make choices based on brand values – and we want our customers to know that their values and our values are the same.”

The byte brand is refreshing and unexpected – just like their product.

More byte, less bark.

Since its inception, byte has made bold choices and have proven that thinking outside the box can yield fantastic results. byte has certainly solidified itself as a brand to watch.