



# PARK ORTHODONTICS

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## Invisalign First Family Video Guide – Park Orthodontics Glasgow (Parents Edition for Current Families)

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Glasgow's Leading Specialist Orthodontic Clinic – Top 1% Invisalign Provider Worldwide



A guide for Park Orthodontics families helping capture confident young smiles.

### A note from Dr Andrew McGregor

*“At Park Orthodontics, Glasgow’s first specialist orthodontic clinic, we’re passionate about helping children feel confident about their smiles. Invisalign First allows us to gently guide developing teeth using modern, comfortable technology — without the stress of traditional braces. These short videos are a lovely way for Glasgow families to share their experience and help other parents across Scotland see how easy and positive early orthodontic care can be.”*

— Dr Andrew McGregor, Specialist Orthodontist

## Thank You & Introduction

Thank you for being part of our Park Orthodontics family here in Glasgow ❤️. We're so grateful for the trust you've placed in us to care for your child's smile. From time to time, we love sharing real stories from our Invisalign First patients — showing how early treatment helps children feel confident, comfortable, and proud of their smiles. These short, natural clips help other parents see what the experience is really like, from real families just like yours.

## Why We're Asking for These Videos

At Park Orthodontics, we believe the most powerful way to reassure parents is through authentic stories. Hearing directly from children and families helps others understand how gentle, easy, and positive Invisalign First treatment can be. By sharing small moments — a smile, a chat, or a short clip — you're helping us show that orthodontics can be fun, modern, and stress-free for kids.

## How These Videos Help Other Families

Your child's Invisalign journey could inspire another family here in Glasgow or across Scotland to take the first step. Many parents tell us they felt reassured after seeing real children enjoying their Invisalign experience. Every clip you share contributes to that same reassurance — helping more kids across our community start their smile journey with confidence.

## What Kind of Videos We'd Love to Capture

There's no pressure or expectation — just genuine moments that show how your child feels about their Invisalign First experience. Each clip can be short — just 20 to 40 seconds — filmed upright on your phone in portrait HD mode. If you'd like to take part, here are some ideas you can choose from (or mix and match!):

### Everyday Moments

- A short clip of your child putting in or removing their aligners.
- A smile moment — at home, after an appointment, or during playtime.
- Talking about what they like most about Invisalign First.
- A parent and child sharing how easy treatment has been so far.
- Your child's reaction to seeing their 3D scan or aligners for the first time.

### Fun & Personality-Driven Clips

- What's in My Invisalign Kit – show what's inside their case or cleaning pod.
- My Morning Routine with Invisalign – brushing, getting ready for school, popping aligners in.
- Things No One Told Me About Invisalign – funny or honest surprises from their first few days.
- First Week with Invisalign – natural reactions, what's been easier than expected.

- Can You Tell I'm Wearing Them? – a light-hearted reveal moment for family or friends.
- What My Friends Think of My Invisalign – short, fun comments or reactions from classmates or siblings (with everyone's consent).

#### Active Moments

- A fun clip showing how Invisalign fits around sports, music, or hobbies.
- A quick update — a few words on progress or confidence changes.

### Before You Start Filming:

Please make sure your child is happy and comfortable being filmed. We'll always confirm your permission before any clip is shared online.

### Tips for Filming

Keep filming relaxed and simple — film wherever your child feels comfortable, like at home, in the garden, at school, in a café, or outside. The more natural the setting, the better — it's all about real smiles and real moments.

Please record in portrait (upright) mode and in HD quality if possible. This helps us use your clips across our social channels without cropping or losing clarity.

A few simple pointers to make filming easy:

- Use natural light where possible.
- Encourage your child to speak freely — their words matter most.
- Keep clips short (20–40 seconds is ideal).
- Capture smiles, laughter, and genuine reactions.
- Avoid filters or editing — we love honest moments.

### How to Share

Once filmed, you can share your clips directly with Park Orthodontics via email or a secure upload link. We treat all submissions with complete confidentiality — nothing is shared publicly without your clear approval. If you're unsure, our team will guide you through the process step by step.

- **Website:** [www.parkorthodontics.co.uk/your-story](http://www.parkorthodontics.co.uk/your-story)
- **For any questions, please contact our Marketing Admin at [kimberley@parkorthodontics.co.uk](mailto:kimberley@parkorthodontics.co.uk).**

## Our Promise

Your trust means everything to us. We will always:

- Ask for your permission before using any videos or photos.
- Share only positive, authentic, and age-appropriate content.
- Keep your family's privacy and comfort as our top priority.

## A Final Thank You

We're proud to care for so many Glasgow families and truly appreciate you taking the time to share your child's story. Every smile, laugh, and moment helps another family feel confident about early orthodontic care. Thank you for helping us show Glasgow what confident, happy smiles look like.