



# Spark™ Clear Aligners Announces Celebrity “Gifting” Campaign!



**Mark Tuan**  
Singer, Songwriter,  
Model, Gamer

## MARK TUAN

AT A GLANCE

Singer/Songwriter/Model/Gamer

**26 Million**  
fans and followers worldwide

### From Spark™ Vice President, Sheila Tan

Mark was only 16-years-old when he ventured alone from Los Angeles to South Korea to pursue his dreams with K-Pop group GOT7.

His fortitude and story inspired us and made him a perfect brand partner. Mark is multi-dimensional as an artist, expanding across several creative platforms. We love how he continues to connect with his fans by sharing his path of self-reformation and self-improvement. Mark is truly a positive force and reflects what #MyTrueSmile is about.

## CELEBRITY PARTNERSHIP

We are excited to announce the first celebrity partnership for the #MyTrueSmile campaign is International superstar, **MARK TUAN**. Mark will share a glimpse of his own teeth straightening journey with Spark™ Clear Aligners and will give his followers a unique look at Spark™ Aligners’ orthodontist- directed treatment.

## MY TRUE SMILE

- Raise brand awareness for Spark™ Clear Aligners and encourage teens and adults to embrace their authentic self, inner confidence, and genuine smiles.
- The campaign breaks away from convention by partnering with celebrities who have demonstrated vulnerability and inner strength that inspires their fans.
- Through the transparency in their own teeth straightening journey with Spark™ Aligners, celebrities will be able to encourage their fans to embrace their truest smiles and best version of themselves.

## GIFTING SPARK™ SMILES

- Mark will soon be announcing to his social media followers in North America the opportunity to win and use Spark™ Aligners.
- Mark will direct his fans to the Spark™ website where they can submit the reason why they feel an improved smile will change their lives. Whether one was made fun of, or just felt they were held back in life because of the insecurities in their own smile, now they have a chance to make that change!

## WHAT TO EXPECT FROM THE #MYTRUESMILE CAMPAIGN

#MyTrueSmile is a consumer-facing initiative that will be shared on major social and digital media platforms. This campaign will generate more awareness and consideration to drive demand for the Spark™ Aligner Brand. Along with that, the health & beauty consumer base will be energized with Spark™ as a true competitor in the clear aligner space. Our teams can expect more partnerships to be announced as well as more activations to take place based on this initiative.

For more information visit  
<https://sparkaligners.com/mark-tuan/>

