

# ADA Advertising Standards and ADA Seal Brand Standards

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**All advertising and promotions of ADA Seal-accepted products** are subject to the current version of the ADA Seal Brand Standards. Your company's eligibility to renew the Seal acceptance depends on following these brand standards, as well as the terms of your licensing agreement with ADA.

**Advertisements in ADA publications** are subject to the ADA Advertising Standards. Before an ad is published, ADA editorial staff will review the ad carefully for compliance.

**Advertisements in non-ADA publications** are not reviewed by the ADA. To maintain the integrity of the Seal—and its benefit to your company—we offer these good-faith guidelines, echoing the ADA Seal Guidelines for Participation:

- Promotional materials should reflect the specific uses and benefits approved by the ADA. Do not mislead or exaggerate. Do not use terms like “guaranteed” or “proven” unless they are explicitly supported by evidence submitted to the ADA in support of the product's application.
- If you choose to make effectiveness claims outside of those approved for use with the ADA Seal, ensure you reference or are able to substantiate them with supporting data.
- Wherever you display the ADA Seal logo, the Seal-approved bullet text must appear alongside it. No other text should appear next to the logo.
- Do not display a Seal-accepted product together with unaccepted products in a way that implies acceptance of the unaccepted product.