



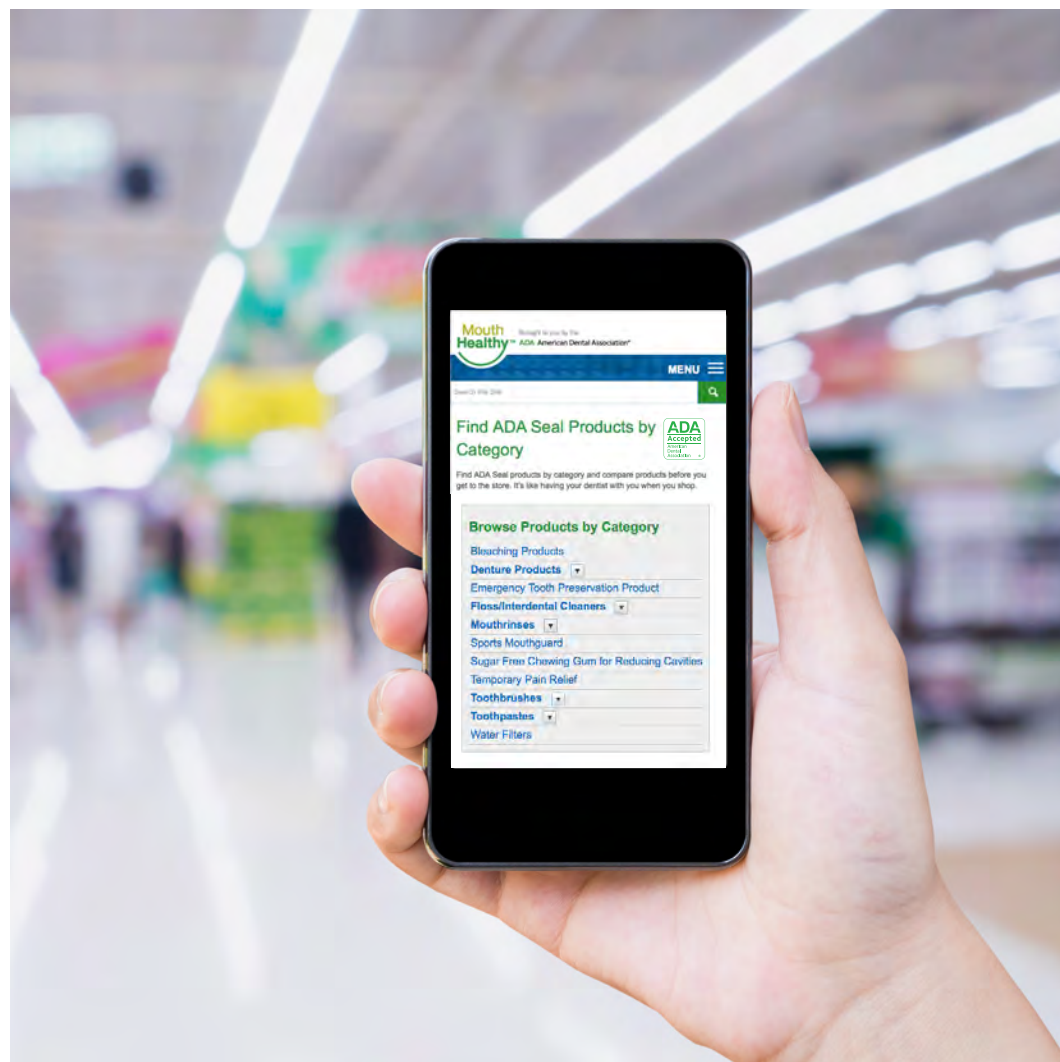
**Products Supported by Science**



## At Point of Purchase ...

With grocery and drugstore shelves stacked with oral hygiene products — and online options available with the swipe of a finger — your brand needs every advantage to stand apart from the rest.

**2 out of 3** Americans recognize the ADA Seal of Acceptance, the gold standard of dental products. Spotting the ADA Seal instantly lets busy consumers know your product is safe, effective and of high quality.



## Did You Know?



### THE ADA SEAL IS A TIEBREAKER

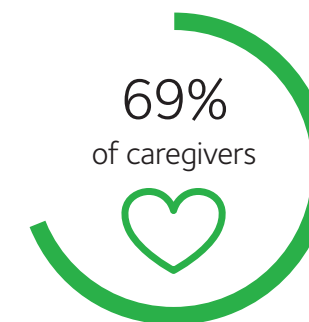


7 out of 10

consumers say they will select an ADA Seal product over a non-Seal alternative if both are equally priced and similar in nature.



2 out of 3  
consumers are willing  
to pay more for an item  
with the ADA Seal.



69%  
of caregivers

are more likely to look for the ADA Seal, agreeing that the Seal simplifies purchasing decisions in the dental aisle.

*\*Consumer data was obtained through a 2017 survey of 2,019 consumers closely representing the demographic mix of the 2010 U.S. Census.*

## In the Dental Office ...

Patients trust products recommended to them during a dental visit. Dentists trust the ADA Seal of Acceptance.

### **3 of 4 dentists**

recommend products with the ADA Seal to their patients.

### **2 of every 3 consumers**

buy products recommended by their dentist or hygienist.

*\*Dental professional data was obtained through a 2017 survey of 350 dentists across the U.S. Consumer data was obtained through a 2017 survey of 2,019 consumers closely representing the demographic mix of the 2010 Census.*





## Did You Know?

“The best care for your oral health.”

These words come straight from dentists, who are more confident recommending products with the ADA Seal.

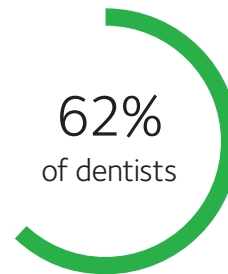
### DENTISTS DESCRIBE THE ADA SEAL AS:

Trusted, safe and effective.

Vigorously tested and proven to work.

A product that I, as a dentist, would use.

A worry-free way of deciding what to buy and use.



Nearly two-thirds of dentists choose ADA Seal products over non-Seal products for their own personal use.

Dentists also respect that the ADA Seal is earned through an extensive review process by an independent team of experts, including their peers on the ADA Council on Scientific Affairs.



**+85** YEARS

The premier program incorporates rigorous standards that have made the ADA Seal an emblem of unsurpassed quality and the most trusted symbol in oral hygiene products for more than 85 years.

\*Dental professional data was obtained through a 2017 survey of 350 dentists across the U.S.

# The ADA Seal Is Shining Brighter Than Ever

## The ADA Seal of Acceptance delivers long-term value for your brand.

### Once awarded, the ADA Seal is:

- Valid for 5 years and can be renewed at no additional cost
- Applicable to new flavors of the same product
- Easy for consumers to spot, thanks to a bold new format and benefit-focused bullets

### As the maker of an ADA-Accepted product, you will benefit from:

- Collaboration with leading experts in dentistry – even before your product hits shelves
- Marketing support – especially for first in category products
- Direct-to-dentist communication
- Enhanced opportunities for consumer promotions

## Updated scientific requirements, new streamlined review process

**New submission procedures** make it easier to apply for the ADA Seal.

**Simplified process.** Eliminating administrative hurdles and fewer steps in the overall process make applying easier without compromising our tough quality standards.

**Apply anytime.** We're now reviewing and approving submissions year-round.

**Hear back in just 4-8 weeks.** Our expedited process means faster review of your application.

## Who Awards the Seal?

The ADA Seal of Acceptance is awarded by the ADA's Council on Scientific Affairs and supported by a team of leading scientists with expertise in dental materials, microbiology, pharmacology, toxicology, chemistry and other relevant fields. Evaluation by these independent experts is what has made the ADA Seal the most trusted mark in oral hygiene for more than 85 years.

## Apply Today

To ask questions or start the submission process, contact the ADA today.

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Association®

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