

Acceptance Program Requirements



Drinking Water Filters



Acceptance Program Requirements

This document outlines specific category requirements. Please also refer to the General Guidelines for Participation in the ADA Seal of Acceptance Program.

- Category:** Drinking Water Filers
- Purpose:** The Acceptance Program applies to over-the-counter dental products for which safety and efficacy has been established by laboratory and/or clinical evaluations where appropriate. Accordingly, the purpose of these requirements is to provide a structure upon which water filers can be considered for ADA Acceptance.
- Scope:** These requirements apply consumer-use drinking water filters (i.e. water filter cartridges) that do not remove fluoride from tap water.

Notice Regarding Submission of Copyrighted Materials: To make the review of submissions to the ADA Acceptance Program as efficient as possible, the Council on Scientific Affairs provides copies of submitted materials to Council members and consultant reviewers, and also posts submitted materials to an area of the ADA's web site the access to which is restricted to Council members and staff.

By making a submission, you are representing and warranting to the Council on Scientific Affairs and the ADA that you have obtained sufficient permission(s) from the copyright owner(s) of any copyrighted material included with your submission to allow for the publication and distribution of that material by the ADA as described above, and agree to indemnify and hold ADA harmless from any and all claims arising from such publication or distribution.

Questions can be directed to adaseal@ada.org.



1. SEAL STATEMENT

The following statement applies to products approved under the below-listed criteria:

“The ADA Council on Scientific Affairs’ Acceptance of (Product Name) is based on its finding that the product is an effective water filter that does not remove fluoride from tap water.”

Format for product packaging:

- Effective water filter that does not remove fluoride from water

2. SUBMISSION DIRECTIONS

- A. Submissions are to be sent in electronic format (email) to adaseal@ada.org. Additional instructions will be provided regarding shipment of necessary samples.
- B. The submission fee is a one-time, non-refundable fee and is required before review begins. Maintenance fees are billed to the company in January of every year.
- C. The review timeline for new submissions is typically 4-6 weeks after all materials have been received. The decision to award the ADA Seal to a new product is made by the Council on Scientific Affairs. Family submissions may take anywhere from 2-4 weeks to review. Eligibility criteria for Family Submissions are outlined in the Guidelines for Participation in the ADA Seal of Acceptance Program.

Note: This is an estimated timeline. Extended review time may be required if additional information or clarification is needed from the manufacturer.

- D. When a product is classified as “Accepted” and is awarded the ADA Seal of Acceptance, the Acceptance period is five years. Manufacturers will be contacted approximately six months before the expiration of the current Acceptance period to complete the requirements for the next five-year Acceptance period.
- E. Classification of a product under the Acceptance Program is subject to the conditions stated in the Agreement Governing Use of ADA Seal of Acceptance.
- F. Guidelines for the design and conduct of clinical studies are provided in Appendix I. Manufacturers interested in seeking the ADA Seal of Acceptance are encouraged to submit their clinical protocols to the Council for review prior to the start of clinical studies.

3. SUBMISSION MATERIALS

All submissions must include the following information based on product type and comply with the ‘General Criteria for Acceptance’ described in the Guidelines for Participation in the ADA Seal of Acceptance Program.

- A. Product Information
 - i. Name of product(s)
 - ii. Name of company



iii. FDA Documentation

- a) FDA registration and product listing must be provided.
- b) Evidence of FDA approval to market, if applicable (e.g., 510 (k) letter, pre-market approval, NDA/Evidence of FDA registration).

iv. Product Claims

- a) Products approved under these category requirements will receive the following Seal bullet claim: effective water filter that does not remove fluoride from water. Data required to substantiate efficacy towards the Seal bullet claim is explained in Section C below. ***Please provide a list of all additional safety and efficacy claims beyond the Seal bullet claim. These claims should follow the ADA Brand Standards and must undergo review and approval by the Council on Scientific Affairs before they can be included on product packaging.*** Substantiation for any health benefit claims, outside of the Seal bullet claims, must be provided through clinical and/or laboratory data specific to the product and is not addressed in Section C below. Whether clinical or laboratory data is required depends on the nature of the claim. For any questions regarding claim substantiation, please contact the ADA Seal Program.

v. Product Specifications

- a) Chemical composition or components of the product and purpose of the various ingredients. To facilitate review, submitting the chemical composition, concentration, and purpose in tabular form is recommended.
- b) Material Safety Data Sheet (MSDS) (if applicable).
- c) Design of the product (if applicable).
- d) Safety testing certifications - UL, ETL, CSA, or other laboratory certification or approval (if applicable).

vi. Product Manufacturing

- a) Describe or list the quality procedures for manufacturing or testing of the product which demonstrate compliance with Good Manufacturing Practices.
- b) Certification of Good Manufacturing Practices can also be provided.

vii. Product Instructions

- a) Include detailed instructions for product use.
- b) Include indications and contraindications for use, warnings, etc.



viii. Product Labeling/Packaging

- a) All labeling/packaging should follow the ADA Brand Standards and must be approved by the Council on Scientific Affairs before use. Companies may submit draft copy for approval. See iv. Product Claims above.

ix. Product Samples

- a) Submission requires three samples, one from three different production lots for analysis by the ADA Laboratories.

B. Safety Data

- i. Evidence must be provided that the water filter meets the materials, structural performance, and minimum performance requirements outlined in NSF/ANSI 42 - 2016 Drinking Water Treatment Units - Aesthetic Effects and/or NSF/ANSI 53 - 2016 Drinking Water Treatment Units - Health Effects.
- ii. If the water filter is designed to be placed into a system that is put into the mouth (e.g. personal water filtering bottles), evidence must be provided that the components in contact with the mouth are safe for use in the oral cavity. When appropriate, standard toxicological, mutagenic and/or carcinogenic testing may be required. Compliance with applicable FDA standards should be provided (where appropriate).

C. Efficacy Data

- i. Evidence must be provided for any elective performance claims for the water filter such as those outlined in NSF/ANSI 42 - 2016 Drinking Water Treatment Units - Aesthetic Effects, NSF/ANSI 53 - 2016 Drinking Water Treatment Units - Health Effects, NSF/ANSI 401 Drinking Water Treatment Units - Emerging Compounds/Incidental Contaminants, and/or NSF P473: Drinking Water Treatment Units - PFOA and PFOS.
- ii. Evidence must be provided that 90-110% of the fluoride in unfiltered tap water is present in filtered tap water.

- D. Supporting Literature:** Copies of the most significant articles or supporting literature demonstrating safety or efficacy of the product should be provided, where applicable.

4. REFERENCES

The following references were used in the development of these requirements and can be consulted for a more detailed discussion:

- NSF/ANSI 42 - 2016 Drinking Water Treatment Units - Aesthetic Effects
- NSF/ANSI 53 - 2016 Drinking Water Treatment Units - Health Effects
- NSF/ANSI 401 Drinking Water Treatment Units - Emerging Compounds/Incidental Contaminants
- NSF P473: Drinking Water Treatment Units - PFOA and PFOS



- ADA Brand Standards:
https://www.ada.org/-/media/project/ada-organization/ada/ada-org/files/resources/research/seal/ada_seal_brand_standards_nov2024.pdf

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