



# “What are the best dental products for my family?”

The ones with the **ADA Seal of Acceptance®!** When you buy oral care products with the ADA Seal, you can feel good about your choices.

- **ADA Seal products are safe and effective** when used as directed.
- **The ADA Seal makes shopping simpler.** Just look for the ADA Seal on the packaging.
- **The ADA Seal offers safe, effective choices in 21 categories** – from whitening to fluoride rinses, pain medicine to mouth guards and more.
- **The Seal has products for everyone in your family,** from kids and teens to adults and seniors.
- **Your dentist trusts the ADA Seal.** Your dental team can recommend products for your oral care needs.



## How do products get the Seal?



Manufacturers submit products to the ADA to earn the Seal



Dentists and dental product experts review the science behind each product



Dentists give thumbs up or thumbs down



If the product gets the thumbs up, the ADA Seal is awarded!

**Seal-accepted products are available** at your local retailers, online and sometimes through your dentist.

ADA SEAL OF ACCEPTANCE is a registered trademark of the American Dental Association.

Search all current ADA Seal products at **ADA.org/Seal** or scan the QR code.

