



ADA Seal of Acceptance Reference Guide

ORAL CARE PRODUCTS YOU CAN TRUST.



Science — and an Icon — You Can Trust

Created for you and your family, the American Dental Association's (ADA) Seal of Acceptance is an enduring symbol of safety and effectiveness in your dental health products.



FOR YOUR SMILE

No matter what you need, the Seal has products to help keep your smile healthy. For a full list, visit [ADA.org/Seal](https://www.ada.org/Seal) and look for the Seal wherever oral health care items are sold.

The dental care aisle is full of choices. Choose wisely. A product with the iconic ADA Seal of Acceptance means it has been rigorously tested and been proven to be safe and effective.



For over 90 years, the ADA Seal has been a guiding light to help the public find the best in dental care for themselves and their families. The Seal continues to require rigorous testing to ensure efficacy and safety. Here's to 93 years and many innovative oral healthcare products to come.

LOOK FOR THE
ADA SEAL OF ACCEPTANCE

THESE STATEMENTS INDICATE THE BENEFITS
FOR WHICH THE SEAL WAS AWARDED



- Helps remove plaque
- Helps prevent and reduce gingivitis

There are more than 400 products with the ADA Seal of Acceptance in 21 categories.

Cavity Prevention

Cavities aren't just for kids. They can develop at any age or stage of life. Preventing them helps keep your smile strong, and many products with the ADA Seal can help you keep tooth decay at bay.



MOUTHRINSES

Fluoride Mouthrinse

ACT Anticavity Fluoride Rinse (Cinnamon, Mint)

ACT Kids Anticavity Fluoride Rinse (Bubble Gum, Pineapple Punch)

CloSYS Fluoride Rinse

CloSYS Silver Healthy Teeth Oral Rinse

Colgate Phos-Flur Ortho Defense (Bubble Gum, Cool Mint, Gushing Grape)

Colgate Total Active Prevention Mouthwash (Gum Health, Spearmint, Peppermint)

Firefly Anticavity Mouthrinse (Bubblegum, Melon, Orange, Raspberry, Strawberry)

GuruNanda Oral Rinse

Hello Kids Fluoride Rinse

Inspector Hector Tooth Protector Anticavity Fluoride Rinse

Listerine Clinical Teeth Strength Mouthwash

Listerine Smart Rinse (Mint Shield, Bubble Blast)

Listerine Total Care Anticavity Mouthwash (Fresh Mint)

Listerine Total Care Zero Anticavity Mouthwash

quip Concentrated Mouthwash

Swan Anticavity Fluoride Rinse (Mint)

Tom's of Maine Alcohol-free/Natural Children's Anticavity Fluoride Rinse (Silly Strawberry)

Select Store Brands

Best Choice Childrens Anticavity Mouthrinse

Core Values Anticavity Fluoride Rinse (Mint)

Core Values Kids Anticavity Fluoride Rinse

CVS Health Children's Bubble Gum Anticavity Fluoride Rinse

CVS Health Anticavity Fluoride Mint Rinse

Dollar General Kids Anticavity Fluoride Rinse

Equate Kids Anticavity Fluoride Rinse

Equate Mint Anticavity Fluoride Rinse

H-E-B Mint Anticavity Fluoride Mouth Rinse

H-E-B BubbleGum Anticavity Fluoride Rinse

Kroger Kids Anticavity Fluoride Rinse Bubble Gum Flavor

Meijer Anticavity Fluoride Rinse Fresh Mint Flavor

Meijer Kids Bubble Gum Anticavity Fluoride Rinse

Publix Kids Anticavity Fluoride Rinse

Rexall Kids Anticavity Fluoride Rinse

Rite Aid Mint Anticavity Fluoride Rinse

TopCare Anticavity Fluoride Rinse (Mint)

TopCare Kids Anticavity Fluoride Rinse

UP & UP Anticavity Fluoride Mouthrinse (Mint)

UP & UP Kids' Anticavity Fluoride Rinse

Walgreens Children's Anticavity Fluoride Mouth Rinse

WinCo Foods Anticavity Fluoride Rinse

SUGAR FREE CHEWING GUM

Bazooka Sugar Free Bubble Gum (Original)

Ice Breakers Ice Cubes Sugar Free Chewing Gum

Mentos Gum Pure Fresh (Spearmint, Fresh Mint)

Mentos Pure White Gum (Sweetmint)

Orbit Sugarfree Gum

Orbit White Sugarfree Gum (Peppermint, Spearmint)

quip Sugarfree Chewing Gum

Trident Sugarfree Gum

WATER FILTERS

Water Filters (keeps fluoride in)

PUR Plus Faucet Mount Water Filter

PUR Pitcher/Dispenser Water Filter

PUR Plus Pitcher/Dispenser Water Filter with Lead Reduction

Scan the code to search the ADA Seal product list.



TOOTHPASTES

Toothpaste, Fluoride

AIM Cavity Protection Toothpaste Gel
AloeSense Toothpaste
Benco Dental PRO-SYS Kids Fluoride Toothgel Bubblegum Flavor
Benco Dental PRO-SYS Mint Flavored Fluoride Toothgel
Burt's Bees Complete Multi Care Toothpaste
Burt's Bees Whitening Toothpaste (Extra White and Deep Clean + Whitening)
Burt's Bees for Kids Fluoride Toothpaste (Tropical Strawberry)
CloSYS Sensitive Fluoride Toothpaste
CloSYS Silver Fluoride Toothpaste
Colgate Cavity Protection Gel and Toothpaste
Colgate Kids Maximum Cavity Protection
Colgate Kids Toothpaste with Fluoride
Cool Wave Fresh Mint Gel Fluoride Anticavity Toothpaste
Crest Cavity Protection Cool Mint Gel and Toothpaste
Crest Kids SparkleFun Cavity Protection
Crest Pro-Health Gum Detoxify & Restore Toothpaste (Intensive Clean and Whitening)
Crest Pure Kids Tropical Strawberry
Crest Tartar Protection Fresh Mint Gel and Paste

DTI Toothgel/DTI Toothpaste (Bubblegum, Mint, Bubblegum Saccharin Free)
Euthymol Toothpaste
Firefly Fluoride Toothpaste
Freshmint Premium Anticavity Gel and Toothpaste
Hello Kid's Fluoride Toothpaste (Juicy Grape, Wild Strawberry)
Hello Unicorn Sparkle Fluoride Toothpaste (Bubble Gum)
Kids Crest Advanced Color Changing Toothpaste
Made by Dentists Fluoride Whitening Toothpaste
Moon Fluoride Toothpaste
Oraline Fluoride Mint Toothpaste/Oraline Secure Clear Fluoride Mint Toothpaste
Oraline Kids Buble Gum Flavored Toothpaste and Toothgel
quip Watermelon Anticavity Toothpaste
quip Mint Anticavity Toothpaste
Sprinjene Fresh Boost Toothpaste
Sprinjene Fluoride White Boost Toothpaste
Tom's of Maine Natural Fluoride Toothpaste for Children (Silly Strawberry, Outrageous Orange Mango)
Tom's of Maine Natural Wicked Cool! Fluoride Toothpaste

Toothpaste, Fluoride, Sensitivity Control

CVS Health Maximum Strength Sensitive Toothpaste
Hello Sensitivity Relief Fluoride Toothpaste (Soothing Mint)
Sensodyne Toothpaste (Fresh Impact, Fresh Mint)

Toothpaste, Fluoride, Stain Removal

Tom's of Maine Simply White Clean Mint Toothpaste

Toothpaste, Fluoride, Plaque/Gingivitis Control

Paradontax Daily Fluoride Anticavity and Antigingivitis Toothpaste (Clean Mint, Whitening)

Toothpaste, Fluoride, Plaque/Gingivitis Control, Sensitivity Control, Enamel Erosion Control

Crest Gum & Enamel Repair (Advanced Whitening, Intensive Clean)
Crest Gum Detoxify (Gentle Whitening, Deep Clean, Extra Fresh)
Crest Pro-Health Toothpaste (Clean Mint, Whitening)
Crest Pro-Health Advanced Antibacterial Protection
Crest Pro-Health Gum Restore (Deep Clean, Whitening)

Toothpaste, Fluoride, Bad Breath Control, Plaque/Gingivitis Control, Sensitivity Control, Stain Removal

Colgate Total SF (Whitening, Fresh Mint Stripe, Clean Mint, Deep Clean, Advanced Whitening)

Scan the code to search the ADA Seal product list.



Plaque and Gingivitis Prevention

Keep your gums healthy with products proven to effectively remove plaque and to help prevent and reduce gum disease.



TOOTHPASTES

Toothpaste, Gingivitis Control

Colgate Total SF (Whitening, Fresh Mint Stripe, Clean Mint, Deep Clean, Advanced Whitening, Fresh Boost)

Crest Gum & Enamel Repair (Advanced Whitening, Intensive Clean)

Crest Gum Detoxify (Gentle Whitening, Deep Clean, Extra Fresh)

Crest Pro-Health Toothpaste (Clean Mint, Whitening)

Crest Pro-Health Advanced Antibacterial Protection

Crest Pro-Health Gum Restore (Deep Clean, Detoxify, Whitening)

Parodontax Daily Fluoride Anticavity and Antigingivitis Toothpaste (Fresh Mint, Clean Mint, Whitening)

FLOSSERS

Traditional Floss — Manual Interdental Cleaners

CVS Health Dental Floss

CVS Health EaseBetween Gentle Picks

CVS Health EaseBetween Floss

DenTek Floss Picks (Comfort Clean, Comfort Clean Easy Reach, Fresh Clean)

DenTek Floss Picks (Triple Clean, Complete Clean, Complete Clean Easy Reach)

DenTek Kids Fun Flosser Floss Picks

GuruNanda Giraffe Kids Flosser

Oral-B Glide Pro-Health Floss (Original, Mint)

REACH Waxed Floss and REACH Mint Waxed Floss

Tom's of Maine Naturally Waxed Antiplaque Flat Floss (Spearmint)

up&up Between Teeth Interdental Brush

up&up Dental Picks

up&up Floss Picks

up&up Kids' Flossers with Fluoride

up&up Mint Dental Floss

Powered Interdental Cleaners

Philips Sonicare Power Flosser

Waterpik Battery Operated Water Flossers

Waterpik Sonic-Fusion Toothbrush/Flosser

Waterpik Water Flossers

Waterpik Whitening Water Flosser



Scan the code to search the ADA Seal product list.

TOOTHBRUSHES

Toothbrush — Manual

Adult Butter on Gums Toothbrush
Bao Tea All-in-One Toothbrush and Tongue Cleaner
Curvex Toothbrush
CVS Health Children's Stripe Toothbrush
Euthymol Manual Toothbrush
Improve Toothbrush
Loops Flexbrush Prison Toothbrush
Medline Supersoft Nylon Toothbrush
RADIUS Children's Toothbrushes (Pure Baby, Totz, Totz Plus)
RADIUS Kidz Toothbrush
RADIUS Refillable Toothbrush (Source, TOUR Travel)
RADIUS Toothbrush (Big Brush and Flex Brush)
REACH Advanced Design Toothbrush
Sage Ultra-Soft Toothbrush
up&up Deep Clean Toothbrushes
up&up Gum Care Toothbrushes
up&up Kids' Toothbrush
up&up Travel Toothbrush

Toothbrush — Powered

AquaSonic Icon Rechargeable Power Toothbrush
AquaSonic Toothbrush (Black Series, Vibe Series, Duo Pro Series)
ARU Rechargeable Sonic Toothbrush

autobrush U-shaped Toothbrush Series

Bitvae Smart Electric Toothbrush
CVS Health EasyFlex Pro Premium Rechargeable Toothbrush
CVS Health Infinity Rechargeable Toothbrush
Laifen Wave Electric Toothbrush
Oral-B iO Series Toothbrush
Oral-B Oscillating-Rotating-Pulsating (O/R/P) Electric Rechargeable Toothbrushes
PRO-SYS VarioSonic Powerbrush
quip 360 Oscillating Toothbrush
quip Electric Toothbrush
quip Kids Electric Toothbrush
Spinbrush Kid's Battery Powered Toothbrush
up&up Adult Rechargeable Toothbrush
up&up Kids Battery Powered Toothbrush
uSmile Sonic Electric Toothbrush Y1S

MOUTHRINSES

Foster & Thrive Antiseptic Mouth Rinse
Listerine Antiseptic (Original, Cool Mint, Fresh Burst)
Listerine Antiseptic Ultraclean
Listerine Clinical Solutions Antiseptic Gum Health Mouthwash
Listerine Gum Therapy
Swan Antiseptic Mouth Rinse (Original, Blue Mint, Spring Mint)

Select Store Brands

Best Choice Antiseptic Mouth Rinse (Amber, Blue Mint, Fresh Mint)
CVP Blue Mint Antiseptic Mouth Rinse
CVS Antiseptic Mouth Rinse (Original, Blue Mint, Green Mint)
Equate Antiseptic Mouthrinse (Original, Blue Mint, Spring Mint)
Good Sense Antiseptic Mouth Rinse (Original, Blue Mint, Spring Mint)
Harris Teeter Antiseptic Mouth Rinse (Original, Blue Mint, Fresh Mint)
H-E-B Antiseptic Mouth Rinse (Original, Cool Blue Mint, Fresh Green Mint)
Kirkland Signature Ice Mint Antiseptic Mouth Rinse
Kroger Antiseptic Mouth Rinse (Original, Blue Mint, Mint Burst)
Lidl Antiseptic Mouth Wash (Amber, Blue Mint, Spring Mint)
Market Basket Antiseptic Mouth Rinse (Original, Blue Mint, Fresh Mint)
Meijer Antiseptic Mouth Rinse (Original, Blue Mint, Fresh Mint)
Mint'evo Antiseptic Mouthwash
Publix Antiseptic Mouth Rinse (Amber, Cool Fresh, Fresh Spearmint)
Rexall Antiseptic Mouthrinse
Rite Aid Antiseptic Mouth Rinse (Original, Blue Mint, Fresh Mint)
Signature Care Antiseptic Mouth Rinse (Original, Blue Mint, Spring Mint)

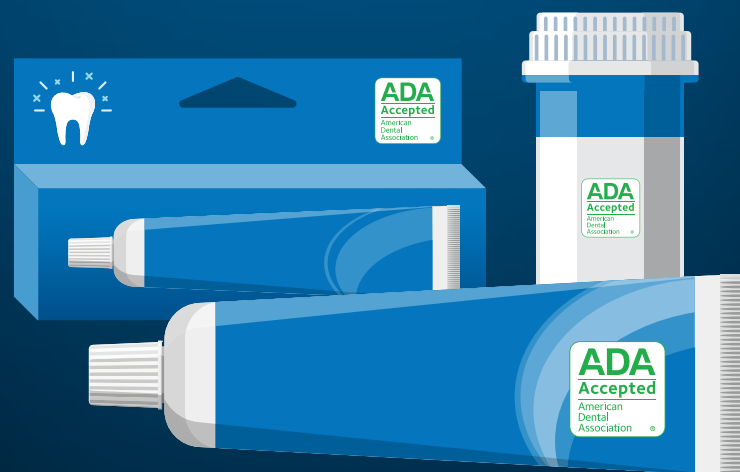
Scan the code to search the ADA Seal product list.



Sensitivity, Enamel Erosion, Acute Dental Pain and Oral Discomfort Management

Your dentist can recommend toothpaste to help with hot and cold food sensitivity or enamel wear from acidic foods or beverages.

ADA Seal products can also help relieve oral discomfort or pain from mouth sores.



TOOTHPASTE

Toothpaste, Sensitivity Control, Enamel Erosion Control

Crest Gum & Enamel Repair (Advanced Whitening, Intensive Clean)

Crest Gum Detoxify (Gentle Whitening, Deep Clean, Extra Fresh)

Crest Pro-Health Toothpaste (Clean Mint, Whitening)

Crest Pro-Health Advanced Antibacterial Protection

Crest Pro-Health Gum Restore (Deep Clean, Whitening)

Toothpaste, Sensitivity Control

Colgate Total SF (Whitening, Fresh Mint Stripe, Clean Mint, Deep Clean, Advanced Whitening, Fresh Boost)

CVS Health Maximum Strength Sensitive Toothpaste

Hello Sensitivity Relief Fluoride Toothpaste (Soothing Mint)

Made By Dentists Professional Sensitive plus whitening toothpaste

Sensodyne Toothpaste (Fresh Impact, Fresh Mint)

ORAL DISCOMFORT

Anbesol Maximum Strength

Benzodent Dental Pain Relieving Cream

Kank-A Triple Action Mouth Pain Relief Gel for Canker Sores

Professional Strength KANK-A Mouth Pain Liquid

MOUTHRINSES

Listerine Clinical Solutions Sensitive Teeth Mouthwash (Fresh Mint)

ACUTE DENTAL PAIN

Advil Dual Action

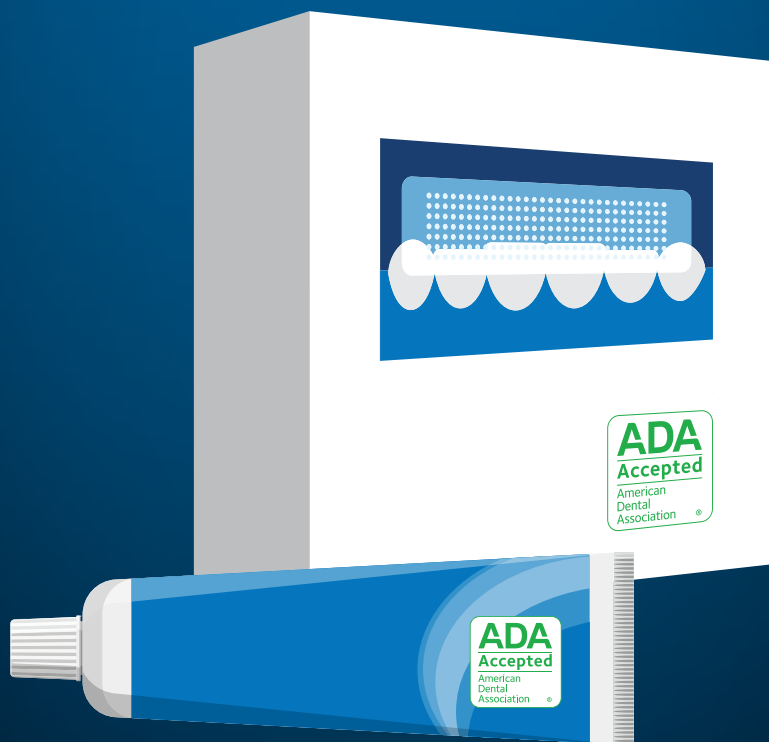
Aleve

Scan the code to search the ADA Seal product list.



Whitening

Safely whiten your teeth without damaging your enamel through these stain fighting toothpastes and bleaching products.



STAIN REMOVAL

Toothpaste, Stain Removal

Colgate Total SF (Whitening, Fresh Mint Stripe, Clean Mint, Deep Clean, Advanced Whitening, Freshboost)

Tom's of Maine Simply White Clean Mint Toothpaste

BLEACHING

Crest 3D White Whitestrips (Glamorous White, Vivid White, Brilliance White)

Crest 3D White Whitestrips (Classic Vivid)

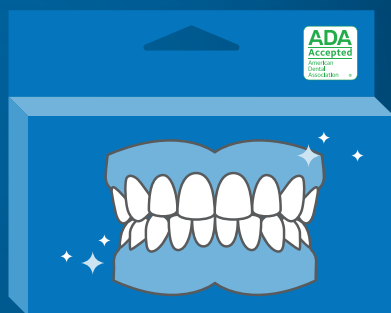
Crest 3D Whitestrips Gentle (Sensitive White, Sensitive)

Scan the code to search the ADA Seal product list.



Dentures

Dentures do the same important job as your own natural teeth, and therefore require the same daily care to stay clean and stay put.



Bad Breath

Bad breath happens. These ADA Seal rinses can help you freshen up.



DENTURE ADHESIVE

Adhesadent Denture Adhesive Cream
Fixodent (Original, Ultra Max Hold)

DENTURE CLEANSER

Cleanadent Cleansing Wipes
Cleanadent Paste
Efferdent Denture Cleanser
(Complete Clean, Fresh & Clean)
Efferdent Overnight Denture Cleanser

BAD BREATH MOUTHRINSES

CloSYS Alcohol-Free Oral Health Rinse
(Unflavored, Mint)
Equate Fresh Breath Oral Rinse
GuruNanda Fresh Breath Oral Rinse
Kroger Fresh Breath Oral Rinse
Listerine Clinical Solutions Breath
Defense Mouthwash
TheraBreath Fresh Breath Oral Rinse
(Mild Mint, Invigorating Icy Mint,
Rainforest Mint)

TOOTHPASTES

Toothpaste, Bad Breath Control

Colgate Total SF (Whitening, Fresh
Mint Stripe, Clean Mint, Deep Clean,
Advanced Whitening, Fresh Boost)

Scan the code to
search the ADA Seal
product list.



Dry Mouth

Some medical conditions and medications can cause dry mouth. This product can help provide some temporary relief.



MOUTHRINSES

Biotene Dry Mouth Oral Rinse

Beyond the Bathroom

Seal products help protect your smile, no matter where you are. Try these ADA Seal items, often found outside the dental aisle.



SPORTS MOUTHGUARDS

Delta Dental Mouthguard
Evoshield Mouthguard
Game On Mouthguard

WATER FILTERS

PUR Plus Faucet Mount Water Filter
PUR Pitcher/Dispenser Water Filter
PUR Plus Pitcher/Dispenser Water Filter with Lead Reduction

SUGAR FREE CHEWING GUM

Bazooka Sugar Free Bubble Gum (Original)
Ice Breakers Ice Cubes Sugar Free Chewing Gum
Mentos Gum Pure Fresh (Spearmint, Fresh Mint)
Mentos Pure White Gum (Sweet Mint)
Orbit Sugarfree Gum
Orbit White Sugarfree Gum (Peppermint, Spearmint)
Trident Sugarfree Gum

Scan the code to search the ADA Seal product list.



Just for Kids

From baby teeth to mighty molars and everything in-between, the Seal saves you time when picking the right products for your child's teeth.



TOOTHPASTES

Benco Dental PRO-SYS Kids Fluoride Toothgel Bubblegum Flavor

Burt's Bees for Kids Fluoride Toothpaste (Tropical Strawberry)

Colgate Kids Maximum Cavity Protection

Colgate Kids Toothpaste with Fluoride

Crest Kids SparkleFun Cavity Protection

DTI Toothgel and Toothpaste (Bubblegum)

Firefly Fluoride Toothpaste

Hello Kid's Fluoride Toothpaste (Juicy Grape, Wild Strawberry)

Hello Unicorn Sparkle Fluoride Toothpaste (Bubble Gum)

Kids Crest Advanced Color Changing Toothpaste

Kid's Crest Advanced Sugar & Bacteria Shield

Made By Dentists Kid's Toothpaste (Monster Slime, Cheetah Dust, Alien Blood, Eyeball Juice)

Oraline Kids Bubblegum Flavored Fluoride Toothpaste and Toothgel

POP Gel Toothpaste (Whazzup Watermelon, Pumpin' Strawberry)

quip Watermelon Anticavity Toothpaste

Tom's of Maine Natural Fluoride Toothpaste for Children (Silly Strawberry, Outrageous Orange Mango)

Tom's of Maine Natural Wicked Cool! Fluoride Toothpaste

TOOTHBRUSHES

autobrush U-shaped Toothbrush Series

CVS Health Children's Stripe Manual Toothbrush

RADIUS Kidz Toothbrush

RADIUS Children's Toothbrushes

Spinbrush Kid's Battery Powered Toothbrush

quip Kids Electric Toothbrush

up&up Kids Battery Powered Toothbrush

up&up Kids' Toothbrush

FLOSSERS

DenTek Kids Fun Flossers Floss Picks

GuruNanda Giraffe Flosser

up&up Kids' Flossers with Fluoride

Scan the code to search the ADA Seal product list.



Just for Kids

Each day, you make an infinite amount of decisions for your children. The Seal can take the guesswork out of the dental aisle, and make you the hero with fun characters and flavors for the little ones in your life.



FLUORIDE MOUTHRINSES

- ACT Kids Anticavity Fluoride Rinse (Bubble Gum, Pineapple Punch)
- Colgate Phos-Flur Ortho Defense (Bubble Gum, Gushing Grape)
- Firefly Anticavity Mouthrinse (Bubblegum, Melon, Orange, Raspberry, Strawberry)
- Listerine Smart Rinse (Mint Shield, Bubble Blast)
- Tom's of Maine Alcohol-free/Natural Children's Anticavity Fluoride Rinse (Silly Strawberry)

Select Store Brands

- CVS Kids' Anticavity Fluoride Rinse (Bubble Gum)
- Equate Kids Anticavity Fluoride Rinse (Bubble Gum)
- H-E-B Bubble Gum Anticavity Fluoride Rinse
- Kroger Kids Anticavity Fluoride Rinse Bubble Gum Flavor
- Meijer Kids Anticavity Fluoride Rinse (Bubble Gum)
- Rexall Kids Anticavity Fluoride Rinse
- Swan Kids Anticavity Alcohol Free Fluoride Rinse
- TopCare Kids Anticavity Fluoride Rinse
- up&up Kids' Anticavity Fluoride Rinse (Bubble Gum)

EMERGENCY TOOTH PRESERVATION PRODUCT

- Save-A-Tooth

SPORTS MOUTHGUARD

- Delta Dental Mouthguard
- Evoshield Mouthguard
- Game On Mouthguard

SUGAR FREE CHEWING GUM

- Bazooka Sugar Free Bubble Gum (Original)

Scan the code to search the ADA Seal product list.





ADA Seal Reference Guide

New products are regularly accepted.
For the most updated list, visit [ADA.ORG/SEAL](https://ada.org/seal).

