



## ADA Seal of Acceptance Category Claims

Seal Category	Seal Category Claims	Example Product Type
<b>Fluoride Dentifrices</b>	Helps prevent cavities	Fluoride toothpaste
<b>Home-Use Prescription-Strength Fluoride Dentifrices</b>	Helps prevent cavities	Home-use prescription-strength fluoride toothpaste
<b>Fluoride Rinses</b>	Helps prevent cavities	Fluoride mouth rinse
<b>Sugar Free Chewing Gum (No Actives)</b>	Helps prevent cavities when chewed for 20 minutes after eating	Chewing Gum
<b>Chemotherapeutic Products for Control of Gingivitis</b>	Helps prevent and reduce plaque; Helps prevent and reduce gingivitis (when whole mouth gingivitis is measured); Helps prevent and reduce gingivitis between teeth (when interproximal gingivitis is measured)	Mouthwash
<b>Toothbrushes</b>	Helps remove plaque Helps prevent and reduce gingivitis	Manual, powered, specialty toothbrushes
<b>Manual Interdental Cleaners</b>	Helps remove plaque between teeth; Helps prevent or reduce gingivitis between teeth	Floss, Floss picks, Interdental brushes
<b>Powered Interdental Cleaners or Oral Irrigators</b>	Helps remove plaque (between teeth); Helps prevent and reduce gingivitis (between teeth)	Oral irrigators, Powered Interdental flossers/brushes
<b>Stain Removal</b>	Helps remove tooth surface stain	Toothpaste
<b>Home-Use Tooth Bleaching Products</b>	Helps whiten teeth	Whitestrips, gels
<b>Dentinal Hypersensitivity</b>	Helps reduce tooth sensitivity	Toothpaste, gels
<b>Enamel Erosion</b>	Helps prevent or reduce enamel erosion from dietary acids	Toothpaste
<b>Oral Malodor</b>	Helps reduce bad breath	Toothpaste, Mouthwash
<b>Acute Dental Pain</b>	For temporary dental pain reduction	Products in FDA monograph for acute dental pain
<b>Oral Discomfort</b>	Helps temporarily relieve discomfort of mouth sores	Gels
<b>Dry Mouth (Temporary Relief)</b>	Helps moisturize to relieve dry mouth	Mouthwash
<b>Denture Cleaners</b>	Helps clean removable prostheses	Denture cleaners
<b>Denture Adherents</b>	Helps temporarily increase retention	Denture adherents
<b>Athletic Mouthguards</b>	Helps protect teeth from impact trauma during sports	Mouthguards
<b>Smoking Cessation</b>	Helps smokers stop smoking or stop using (specify chewing tabaco or snuff), when used as directed. Success is increased when combined with counseling by a dentist or other health care professional	Gum, lozenges, patches
<b>Bottled Water with Fluoride</b>	Provides an optimum level of fluoride	Bottled water with fluoride
<b>Drinking Water Filters</b>	Effective water filter that does not remove fluoride from water	Water Filters