

Are you making informed oral health choices?



Whether buying toothpaste, chewing gum, or even a nutritional snack, make informed choices for you and your family by looking out for the ADA Seal of Approval.

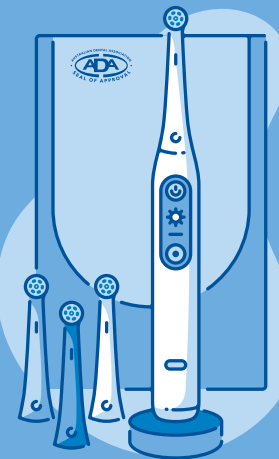
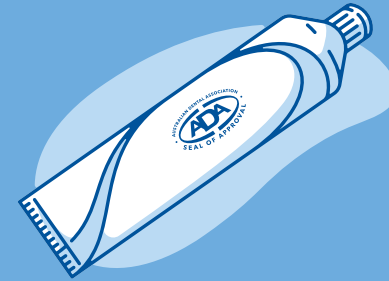


What is the ADA 'Seal of Approval'?



The Australian Dental Association (ADA) Seal of Approval serves as a symbol of quality for oral health products. It verifies that over-the-counter products are safe, effective, and align with the advertising claims made by brands.

The Seal of Approval can be found on endorsed over-the-counter oral health products by many leading brands, including toothpaste, mouthwash, chewing gum and more.



Tested and approved by Australian dental professionals.



Spotting the 'Seal of Approval' can provide you with assurances regarding the safety and efficacy of oral health products, ensuring they meet the ADA's standards of safety and effectiveness.



Product has
undergone research
and evaluation.



Product advertising
claims have
been verified.



Product meets
standards for safety
and effectiveness.

Learn more:

ada.org.au/seal-of-approval



AUSTRALIAN DENTAL
ASSOCIATION