

Elevate your brand's credibility.

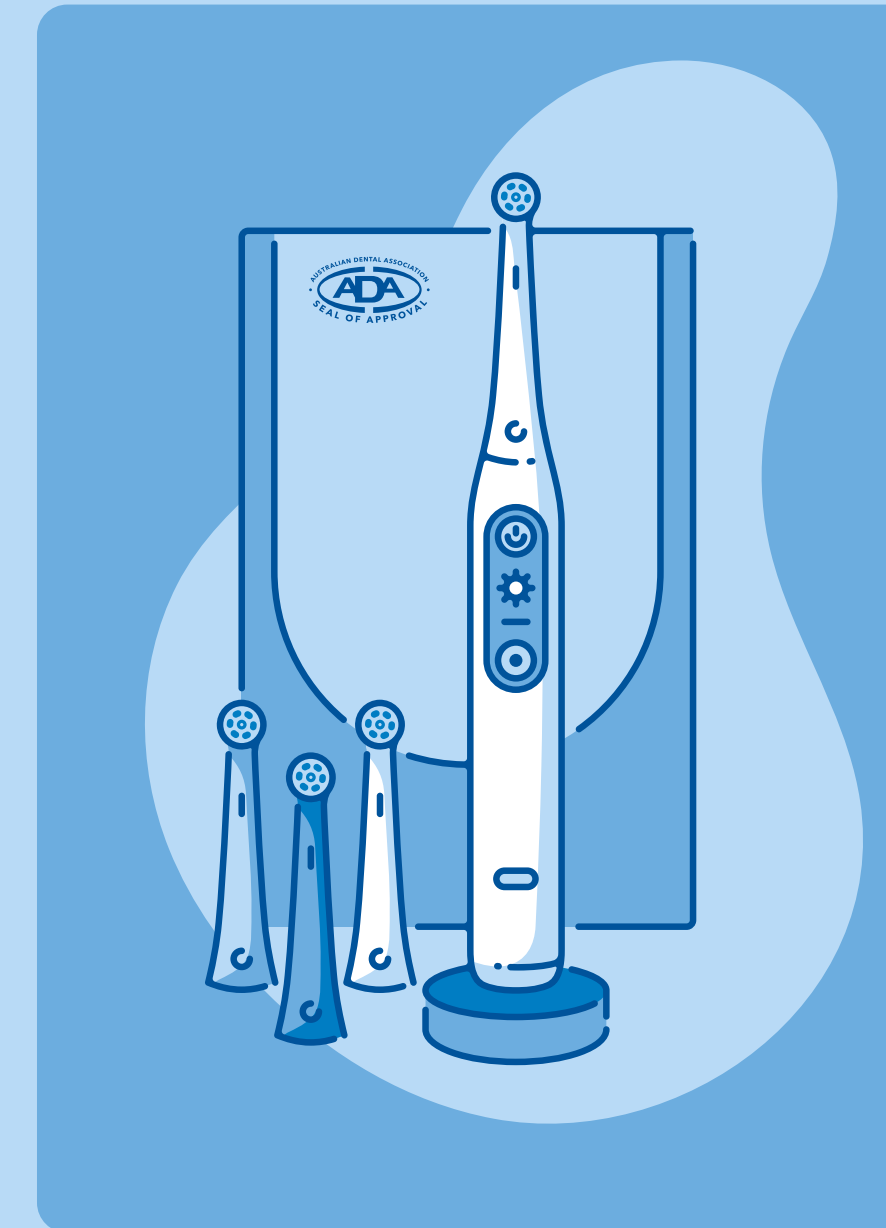
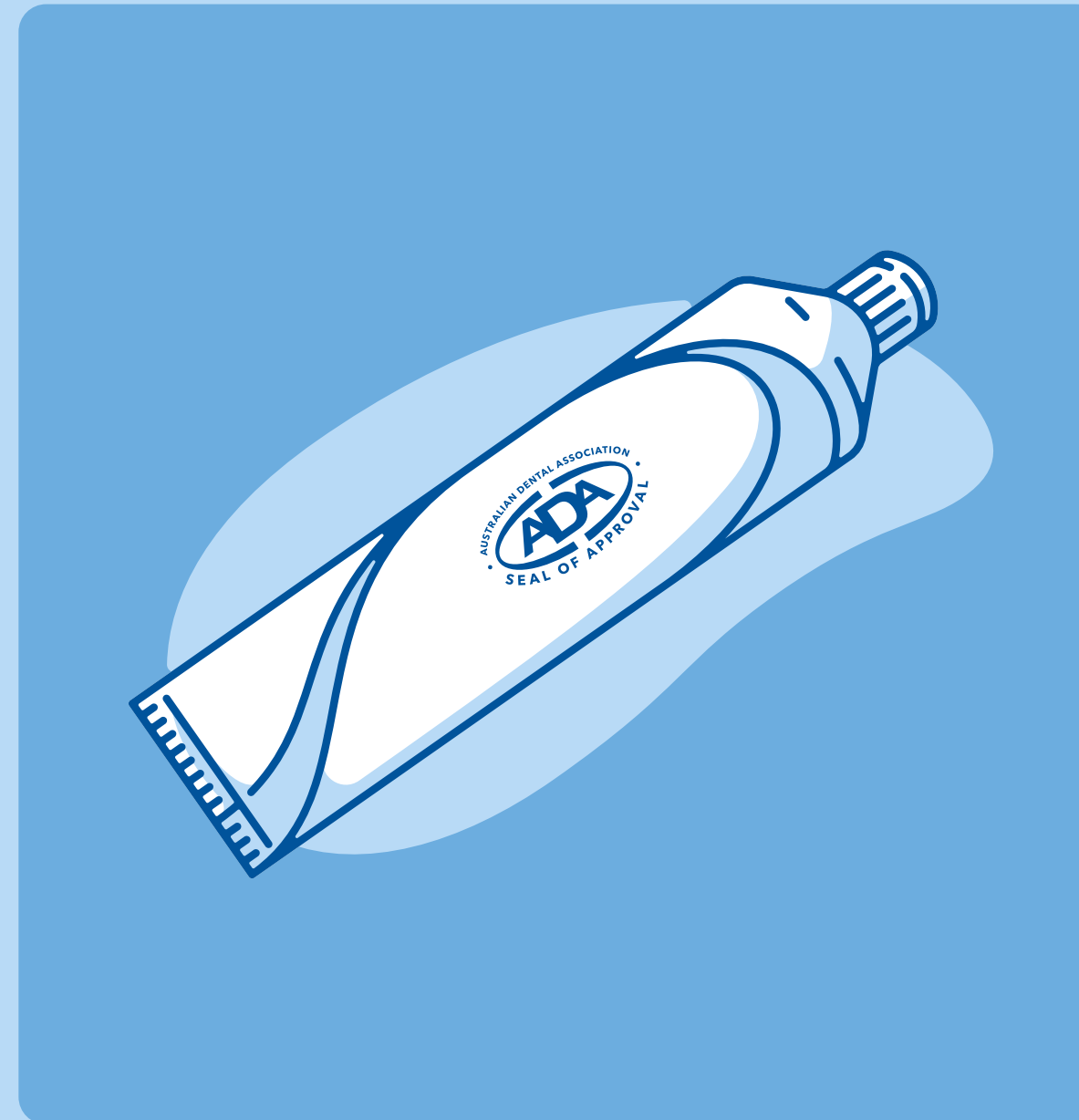


Strengthen brand trust, increase consumer confidence, and gain a competitive advantage by validating your products with the Seal of Approval.

ada.org.au/seal-of-approval



A symbol of quality for oral health products.

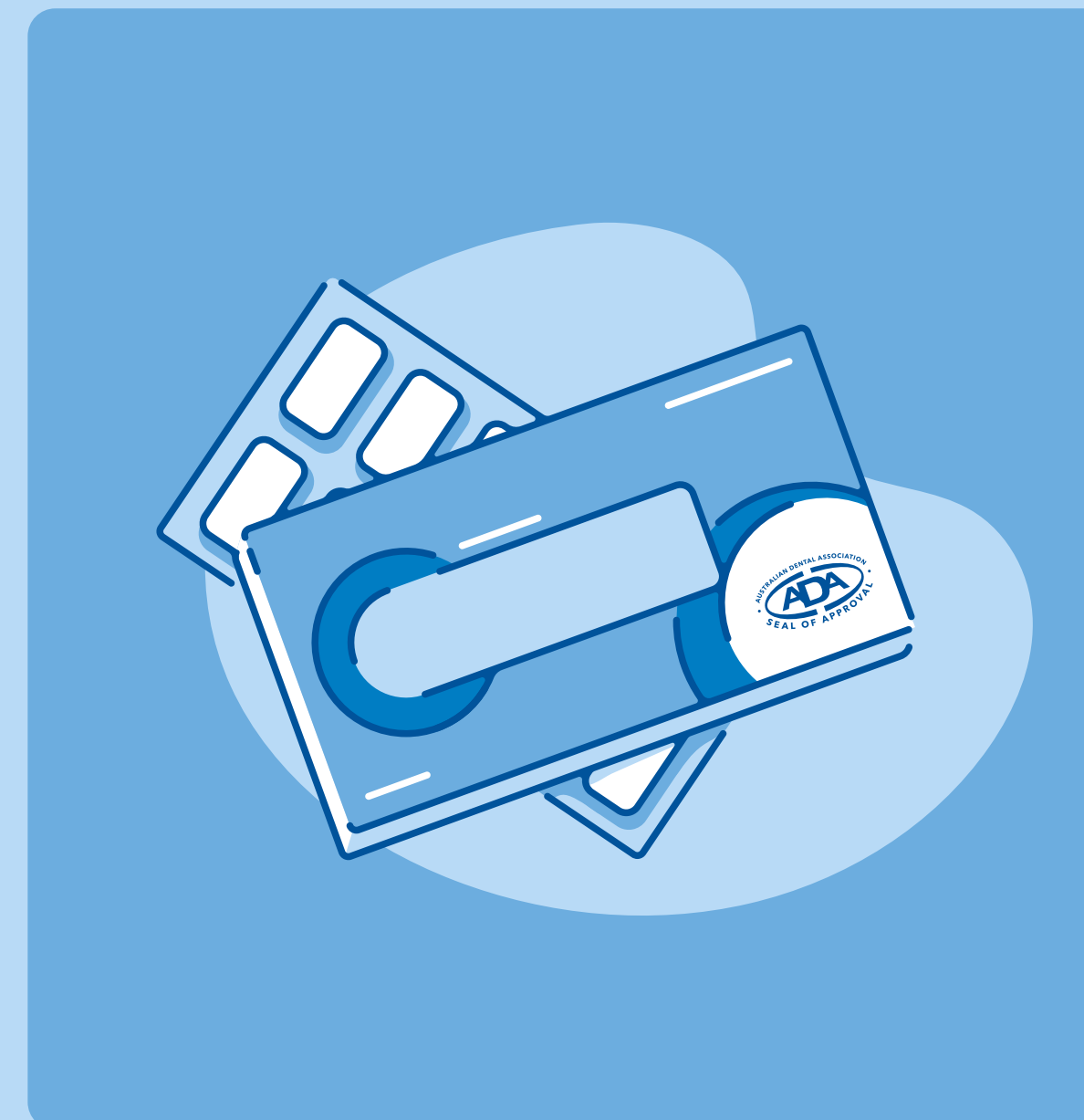


The Seal of Approval is found on endorsed over-the-counter oral health products by many leading brands, including toothpaste, interdental brushes, mouthwash, chewing gum and more.

The Seal of Approval's purpose is to verify that over-the-counter products are safe, effective, and consistent with the advertising claims made by brands.

The Australian Dental Association (ADA) Seal of Approval acts as a symbol of quality for oral health products, indicating that they have been tested and approved by Australian dental professionals.

By granting a 'Seal of Approval', brands provide the public with assurances regarding the safety and efficacy of oral health products, ensuring they meet the ADA's standards of safety and effectiveness. This endorsement helps build trust and confidence among consumers.



There are significant opportunities for quality oral health brands.

Australia has a strong and progressive oral health industry that is well-regarded both nationally and internationally, with a focus on high-quality care and continuous improvement.

The Australian oral health market is promising for product brands, with a demand for innovative, high-quality items driven by increased oral health awareness and an aging population.

The Seal of Approval endorsement provides strong marketing leverage, helping to increase sales by building consumer trust, enhancing product credibility, and offering a competitive edge.

Create further market differentiation.



The Seal of Approval can help brands stand out in a crowded market, attracting customers looking for reputable products.

Australians spend \$150 annually on oral health products.



Australians spend an average of \$150 per person annually on oral health products*. The Seal of Approval can help brands capitalise on the significant demand for daily oral health items.

Boost professional endorsement.



Dental professionals are more likely to recommend products with the Seal of Approval, leading to increased recommendations and placements in dental practices.

Capture a larger share of the \$11B market.



Australians spend approximately \$11 billion annually on oral health.* The Seal of Approval can help brands capture a larger share of this market by positioning their products as trusted and endorsed by the ADA.

90% of Australians use toothpaste and 70% use mouthwash.



Around 90% of Australians use toothpaste regularly, and 70% use mouthwash.* The Seal of Approval can leverage this strong market demand to help boost market share and sales.

Increase brand trust.

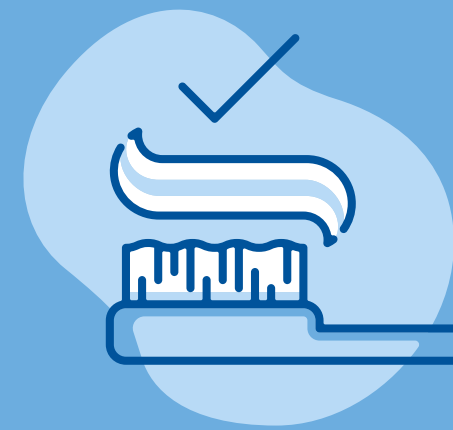


The Seal of Approval can help build consumer trust by assuring the quality and effectiveness.

Give your product the endorsement it deserves.



Product has undergone research and evaluation.



Product advertising claims have been verified.



Product meets standards for safety and effectiveness.

Endorsement from the ADA reflects the approval by Australian dental professionals.

Displaying the Seal of Approval enhances a product's credibility, demonstrating that it meets its advertising claims regarding oral health benefits and has been endorsed by Australian dental professionals.

The Seal of Approval helps brands differentiate themselves in the market, providing a competitive edge by boosting credibility and trustworthiness. It serves as a powerful marketing tool that attracts consumers who prioritise their oral health.

The Seal of Approval's credibility can influence consumers choices in a crowded market leading to increased sales and customer loyalty.



The application process is simple.

Firstly, reach out to the ADA to express your interest in the Seal of Approval and to confirm your eligibility.

After reviewing the Guidelines, please complete the application form. Please note that applications only take up to 8 weeks, during which the ADA will either approve or reject the products.

Apply



1. After reviewing the Guidelines, complete the application form for any product claiming an oral health benefit.

Send Samples



2. For each product application, you need to send 5 identical packets of the samples to the ADA. Each packet will be distributed to different panel members for review.

Approval & Licensing



3. Once the SOA panel make a recommendation and the ADA approves the decision, applicants will be notified in writing and provided with an agreement to sign and an invoice for licensing.

Reap the Benefits



4. Successful applicants will be granted use of the SOA logo on their product and marketing materials.

All applications include an assessment fee and a licensing fee, which covers a 3-year period.

Assessment fees

Toothpaste, Mouth Rinses & Power Brushes

· Original Submission	\$860
· Supplementary Submission	\$430
· Review (each third year)	\$610
· Supplementary Review (each third year)	\$305

Toothbrushes & Dental Floss

· Original Submission	\$410
· Supplementary Submission	\$205
· Review (each third year)	\$285
· Supplementary Review (each third year)	\$143

Sugar-Free Chewing Gum

· Original Submission	\$860
· Supplementary Submission	\$430
· Review (each third year)	\$610
· Supplementary Review (each third year)	\$305

Foods Products

· Original Submission	\$860
· Supplementary Submission	\$430
· Review (each third year)	\$610
· Supplementary Review (each third year)	\$305

Water Filters

· Original Submission	\$410
· Supplementary Submission	\$205
· Review (each third year)	\$285
· Supplementary Review (each third year)	\$143

Licensing fees (3 years)

Toothpaste, Mouth Rinses & Power Brushes

· Original Licensing Fee	\$17,325
· Supplementary Licensing Fee	\$12,128

Toothbrushes & Dental Floss

· Original Licensing Fee	\$10,395
· Supplementary Licensing Fee	\$7,277

Sugar-Free Chewing Gum

· Original Licensing Fee	\$17,325
· Supplementary Licensing Fee	\$12,128

Foods Products

· Original Licensing Fee	\$17,325
· Supplementary Licensing Fee	\$12,128

Water Filters

· Original Licensing Fee	\$10,395
· Supplementary Licensing Fee	\$7,277

All applications include a non-refundable assessment fee, and a licensing fee covering a 3 year term. This can be paid annually, or upfront. A 10% discount is available on licensing fees when the total fee is paid in full within 7 days from date of invoice.

Please note that a separate assessment fee will be required for renewals. All listed prices are inclusive of GST. If you have any questions, please contact us.

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