




IDA Seal Of Acceptance Program



The **Indian Dental Association (IDA)** is an authoritative, independent and recognized voice of dental professionals in India. It is committed to public oral health, ethics, science and advancement of dental professionals through its initiatives in advocacy, education, research and development of standards.

Through its official relations with **FDI World Dental Federation** and other **National Dental Associations**, IDA is making strides to position oral health on worldwide public agenda.

Background

- Dental/oral health products come and go more frequently
- General public is confused about the products and select one which are cheaper and Marketed vigorously through media
- To achieve the aim of IDA to obtain optimal oral health for all, IDA started this program in 1994 to safeguard the oral health of public

Why IDA Seal

It acts as a Gold Standard Acceptance Representation for Public Safety and Efficacy of Dental Products available to the Public & Dental Professionals.

The IDA Seal helps people in differentiating and selecting the best available products from all the products at their dispense in the market.

The sole purpose of the seal is to help people select the best product for themselves. Similarly, it also helps the dentists to recommend the best products to their patients from the wide range out there.

What is the IDA Seal?

IDA Seal stands for safety and effectiveness, of products that are of benefit to the oral health of consumers. The Seal is designed to help the public and dental professionals make informed choices.

The objective of IDA's evaluation program is, "the improvement of health of the public and the promotion of the art and science of dentistry".

Who can apply

Products cleared by Food Safety and Standards Authority Govt. of India for direct sale, Indian Food and Drug Administration over-the-counter or exclusively through oral health care professionals are eligible to apply for IDA's Seal.

Not every dental product qualifies for the Seal.

Stages at a Glance

IDA Seal Application

Submission of scientific evidences, clinical trials & data

Review by the IDA Scientific Council

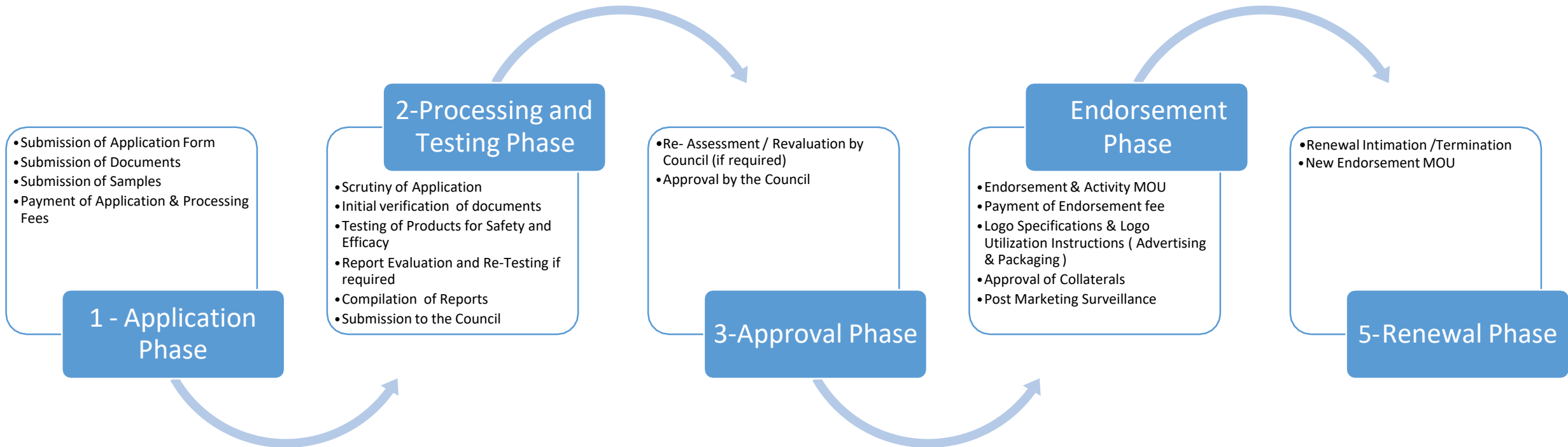
Clinical Trials by IDA and chemical testing at Laboratories

Approval of Data and Trials by IDA

IDA Seal Bestowed

Re application for IDA Seal after 3 years

Process at a Glance



Documents Required

List of Required Documents :

- Application form (duly filled)
- Product Specifications
- Ingredient list
- FDA approval certificate
- Clinical study/Published Articles
- Raw material specification
- Material safety data sheet for key raw material
- Product specification & analysis report
- Stability study
- Manufacturing process
- Artwork
- Packaging Specifications
- Quality procedure and inspection
- Quality control regulation
- Patent relating to product (If any)
- Evidence of seal of approval obtained from other authorized associations around the world affiliated to FDI & details of approval i.e. formula, pack copy, advertising copy.

Updated Fees Structure 2023

1) Application and Processing Fees:

Rs. 1, 00,000/- + GST (per product, One time)

2) Endorsement Fees:

Rs. 2, 50,000/- + GST (per product, per year)

Seal Guidelines:

- Specified charges may differ depending upon the product category.
- All fees are subject to review by the Council at any point of time.
- MOU shall be signed between the two parties for a **minimum of 3 years**.
- Validity of the IDA Seal of Acceptance is 3 years
- After receiving IDA Seal of Acceptance, endorsement of the product with the IDA Seal has to be Mandatorily carried out for minimum 3 years.
- All artwork needs to be approved by IDA before utilization onPackaging/social media platforms

Where you can use IDA seal

Post endorsement by IDA, the areas where company can showcase these Approvals on -

1. On pack IDA seal
2. Communication banners on e-commerce
3. Social media advertisement
4. Television advertisement

Seal Statement :

Seal statement is a unique statement of acceptance given to each product that has earned the IDA Seal. It is to be added alongside IDA Accepted Logo on all product packaging.

