

Where can IDA Seal be found in Oral Healthcare Products?

IDA ensures that IDA Seal is displayed with a statement on the product label, advertisements and any promotional material that is exposed to consumer to make informed choice. Always look for the Seal Statement whenever you see the IDA Seal



Products Eligible for seal application



Toothbrush



Toothpaste



Mouthrinse



Electronic toothbrush



Nicotine gum



Dental floss



**Your Trusted Dental
Care Partner Since**

1994

<https://idaseal.ida.org.in>

Contact no. 9076167609

#ChooseWithConfidence

IDA Seal: Symbol of Safety and Effectiveness

The IDA Seal guarantees scientifically validated oral health benefits, safety, and quality, helping the public and dental professionals make informed choices. An independent panel of dental experts evaluates each product to confirm its claims and distinguish it in the marketplace.

Significance

- Improved Product Credibility
- Enhances Market competitiveness & Differentiation
- Informed Choices & Consumer Confidence
- Standardization of Dental Care
- High Standard Evaluation Quality Assurance



Process at a glance

- 1.Application Phase
- 2.Processing and Testing Phase
- 3.Approval Phase
- 4.Endorsement Phase
- 5.Renewal Phase



Endorsement

Post endorsement by IDA, the areas where company can showcase these Approvals on On pack IDA seal

- On pack IDA seal
- Communication banners on e-commerce
- Social media advertisement
- Television advertisement



The Seal is awarded for a three-year term, ensuring validity and authorized use throughout the period.



Fee Structure

| Description | Fee |
|---|--|
| Application and Processing Fees (Inclusive of Laboratory & Physical Tests) | Rs. 1,50,000/- (Per Product, One Time Payment) |
| Endorsement Fees | Rs. 2,50,000/- (Per Product / Year) |
| Verifying product claims | Rs.6,00,000 – 8,00,000 (Unicentric) Rs.7,00,000 – 9,00,000 (Multicentric) |

18% GST applicable on the total amount

**Complimentary half page advertisement worth Rs. 1,00,000/- in IDA times*