



## Which Oral Health Products are eligible for IDA Seal?

So when you next visit your supermarket, beauty retailer or pharmacy, look out for the below oral health products that carry the 'IDA Seal Accepted' logo.

- Toothpaste
- Toothbrush
- Dental Floss
- Electronic Toothbrush
- Mouthwash
- Sugar-free chewing gum
- Denture adhesives and cleansers
- Teeth whitening products
- White strips and other bleaching products
- Dental pain relief products
- Sports Mouthguard
- Dental materials and equipments for treatment & prevention
- Nicotine gum



To know more about Oral health & hygiene visit <http://healthymouthhealthybody.org.in/>

### IDA Healthy Mouth Tips

- Brush your teeth twice a day with a fluoride toothpaste.
- Clean between your teeth daily.
- Eat a healthy diet that limits sugary beverages and snacks.
- See your dentist regularly for prevention and treatment of oral disease.



The IDA seal of Acceptance is an evidence of product safety and efficacy. The seal on consumer products presents the fact that the products have been assessed by expert panel, found to be safe and in compliance with good manufacturing practices.

*Issued in Public Interest  
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# Indian Dental Associations' 'Seal of Acceptance'



**Safety | Trust  
Reliability**

look for IDA seal on your oral health products

## What is Indian Dental Associations' 'Seal of Acceptance'?

Indian Dental Association is the premier association of dental professionals in India. It is committed to public oral health, ethics, and advancement of dental professionals and development of standards of dental care in the country. IDA seal recognizes the high standard of evaluation of safety, quality and efficacy of the oral health care products in India. The seal is designed to help public and dental professionals make informed choices. It provides relevant information to consumers and ensures that the claims made by the manufactures are clinically proven so that consumers can make right decisions for their oral health.

**The IDA seal gives added level of assurance and confidence about the safety and quality of the oral health products.**

The IDA Seal of Acceptance is a symbol of safety and quality affirming that a product's benefits and advertising claims are justified. This Seal is an added endorsement, a reassurance that the oral health benefits made by a manufacturer. IDA's independent panel of recognized dental experts study all the product claims carefully to make sure they are true, and backed up by reliable scientific evidence.

IDA Seal differentiates their products in the marketplace by highlighting their validated oral health benefits.

## IDA's Reassurance

The IDA Seal is important for both consumer and dental professionals, as IDA seal ensures that the product was passed through assessment on safety, efficacy and further simplifying their purchasing decision. The seal on consumer products further educates that the products have been assessed by independent experts to ensure the claims made by the manufactures are clinically proven and not exaggerated. It further helps to educate consumers about dental care. The manufactures earn this seal of acceptance after participating in the IDA Seal Acceptance Programme where scientific evidences, clinical trials and data supporting the safety, quality and efficacy are submitted to independent body for evaluation and approval.

For 20 years, IDA has helped the dental professionals and consumers make informed choices about oral health care products they buy.

## How it all works

The oral health products which are cleared by the Food Safety and Standards Authority of India become eligible for IDA Seal. To earn IDA seal manufacturers need to meet certain requirements. The Council on Scientific Affairs (CSA) further evaluates the products such as therapeutic agents, drugs, chemicals, materials, instruments, and equipment that are employed in the treatment or prevention of dental disease. In addition, cosmetic agents may also be eligible for the Seal. The assessment procedure doesn't stop with one evaluation. The products under go re-testing every three years to reconfirm the acceptability of the product performance

IDA Seal Application

Submission of scientific evidences, clinical trials & data

Review by The Council on Scientific Affairs (CSA)

Clinical Trails at IDA Laboratories

Approval of Data and Trails by IDA

IDA Seal Bestowed

Re application for IDA Seal after 3 years

## Where to find IDA seal on the Oral Health 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. For example, the Seal Statement on accepted toothpaste with fluoride would read: "The IDA Council on Scientific Affairs' acceptance of (product name) is based on its finding that the product is effective in helping to prevent and reduce tooth decay, when used as directed." Always look for the Seal Statement whenever you see the IDA Seal.

