

Policy Statement 1.4 – ADA Seal of Approval

Position Summary

The Australian Dental Association (ADA) Seal of Approval is a program to assist consumers in choosing dental products. It must be conducted in accordance with the ADA Seal of Approval Guidelines. A review of the products that are granted the ADA Seal of Approval must take place every three years.

1. Background

- 1.1. Seal of approval programs have been established by health bodies to assist consumers in choosing products.
- 1.2. Prior to the introduction of the ADA Seal of Approval program in 1988, there was no such program for dental products in Australia.
- 1.3. Expert independent assessment of over the counter dental products assists consumers make informed choices.

Definitions

- 1.4. ADA SEAL OF APPROVAL is a program, which assesses and endorses “over the counter” dental products.
- 1.5. ADA SEAL OF APPROVAL GUIDELINES is a document that provides detail of the ADA Seal of Approval program.
- 1.6. SEAL OF APPROVAL PANEL is a group of experts appointed by Federal Executive to determine if products are suitable to receive the ADA Seal of Approval.

2. Position

- 2.1. Applications for the ADA Seal of Approval must be conducted in accordance with the ADA Seal of Approval Guidelines including the payment of assessment and annual licensing fees.
- 2.2. Applicants are required to provide National Association of Testing Authorities certified laboratory test results or equivalent test results and other evidence to substantiate safety and efficacy of the products for which an application for the Seal is made.
- 2.3. The Seal of Approval Panel (Panel) at any time can request evidence be provided to the Panel to substantiate any claims made in advertising associated with the product.
- 2.4. Applicants for products are required to have their products undergo review to retain the Seal of Approval. This will require the Panel to review the product in light of any scientific developments that may have occurred in the interim period since the initial granting or previous review.
- 2.5. The review of the products which are granted the Seal of Approval must take place every three years.
- 2.6. Where the Panel feels itself to be not sufficiently qualified to evaluate/review a product then, external advice/assistance could be obtained in respect of the evaluation/review and the Panel, with the consent of the Applicant, could seek that advice/assistance.
- 2.7. Any fee incurred for the external advice/assistance would form part of the cost of evaluation/review and thus be paid by the applicant.
- 2.8. The Seal of Approval Guidelines and Listing must be published on the ADA Website.

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