

THE AMERICAN DENTAL ASSOCIATION SMILE HEALTHY PROGRAM

FREQUENTLY ASKED QUESTIONS AND ANSWERS



Recognized as a smart
oral health choice

ADA. American Dental Association

What is the ADA?

The ADA is the professional association of dentists committed to the public's oral health, science and professional advancement. The ADA leads a unified profession through initiatives in advocacy, education, research and the development of standards. The ADA's vision is being the oral health authority committed to the public and the profession.

What is the ADA's Smile Healthy Program?



The Smile Healthy Program is intended to help identify products that are good choices for the public's oral health. The program will focus on consumable products initially, like fluoridated bottled water. Consuming proper amounts of fluoride is a key part of good oral health habits. The Program is similar to the American Heart Association's "Heart Healthy" Program, wherein foods that meet established standards for things like cholesterol and fat content can qualify for the Heart Healthy "Check Mark." The ADA is identifying standards for select products that support good oral health. The Smile Healthy Program is open to manufacturers of products approved by the ADA, and that pass the ADA tests for product and manufacturing quality. The ADA Smile Healthy logo will be available via certification for use on product packaging, advertising and

Doesn't the ADA already have a program like this?



The ADA's Seal of Acceptance is a different program because it is intended for products that are safe and effective in preventing oral health problems, like plaque build up, cavities and gingivitis. For example, products like toothpaste, dental floss and mouthwash that have a therapeutic benefit. The Seal has been an important symbol of an oral health product's safety and effectiveness for 75 years (the first Seal of Acceptance was awarded in 1931). In 1984, President Ronald Reagan gave the ADA a certificate of commendation for the outstanding self-regulatory efforts of its Seal program. Although it is strictly voluntary, more than 100 companies participate in the Seal program. More than 400 dental products carry the Seal of Acceptance.

Why should a manufacturer be interested in participating in the Smile Healthy with certified products?

The Smile Healthy Program leverages the marketing power of the most highly recognized brand in oral health. With certified products, you'll have the brand power of one of the world's most trusted names in health care—at a time when consumers are focused as never before on their health, both oral and overall.

The public knows and respects the ADA—the organization enjoys an impressive 84% consumer awareness. Your products and company will profit from an association with this powerful brand.

The Smile Healthy program's distinctive logo integrates a stylized smile with the Smile Healthy name and ADA logo. The logo tested very well with consumers and was seen as being “eye-catching”; “happy, friendly, cheerful”; “believable” and “memorable.” The Smile Healthy brand is intended to cut through marketing clutter and serve as an emotional tiebreaker among difficult-to-differentiate products, services and brands.

What kind of consumer research was conducted on the concept?

Qualitative and quantitative surveys were conducted. The results showed that the Smile Healthy concept benefits from the extremely high awareness, credibility and overall equity of the ADA. Most participants were well aware of and impressed by the professionalism and ethical standards the ADA projects through its activities and endorsements. There is a clear and persistent halo effect around the Smile Healthy program, with the ADA's positive and highly credible image strongly inspiring real consumer confidence.

There is a high level of awareness of a number of certification programs, including the ADA's Seal of Acceptance. More than two-thirds (71%) of survey respondents were positively disposed to certification programs like this. Consumers have very positive associations with and expectations for these programs, which explains their obvious appeal as marketing vehicles for consumer brands.

Survey respondents saw the Smile Healthy program as a valuable and important decision-making tool (on par with the American Heart Association's Heart Healthy program). On purchase intent, a full 57% said they were more likely to buy products carrying the Smile Healthy logo than those without the logo.

In a survey conducted on fluoridated bottled water, brand purchase interest among families with children was 59% higher for ADA recommended fluoride than for a generic recommendation. These consumers also indicated that they would buy more of the ADA recommended product, 42% more bottles than the generically recommended product.

What kind of PR and marketing support will be given to the program?

Initially, the Smile Healthy program will be promoted in the national media via the ADA's ongoing PR efforts. It will also be promoted throughout the dental community—both through in-office vehicles and professional publications—and it will be featured on health-related websites. As the program grows, consumer advertising and in-store point-of-purchase displays will be used to help educate consumers.

What are the Smile Healthy Program's qualification standards for fluoridated bottled water?

The ADA uses the standards set by the US Public Health Service fluoridation standards for bottled water with added fluoride are 0.7–1.2 ppm. Additionally, the bottler must be compliant with all applicable regulations governing fluoridated bottled water.

What are the costs of the Smile Healthy Program for fluoridated bottled water?

There is one cost for fluoridated bottle water. Royalties associated with licensing the program's trademark.

The Smile Healthy Program's royalty rate is 1% of wholesale sales. All ADA receipts will be channeled to the ADA Foundation to support causes such as access to care for the underserved, dental education, research and public education on oral health issues. Smile Healthy Program members are permitted to use this type of statement in their marketing: "A portion of the proceeds from the sale of this product will go to the ADA Foundation..." Program members should consult their tax counsel regarding appropriate tax treatment of these expenditures.

Where and how can the ADA Smile Healthy logo be used?

After a product has been certified, the Smile Healthy Program logo can be used on all product packaging, advertising, point-of-purchase displays and other marketing materials. The ADA will have final approval over all uses of the logo. After you have been approved as a licensee, it is our goal that future approvals take no more than 10 business days once your materials have been submitted. When approved, the design will remain approved unless changed.

Contact Information

If you would like more information concerning Smile Healthy, contact one of the individuals listed below.

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