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Biotene Dry Mouth Oral Rinse to Receive ADA Seal of Acceptance

CHICAGO, June 28, 2019 — The American Dental Association (ADA) today announced that Biotene Dry Mouth Oral Rinse is the first product to earn the ADA Seal of Acceptance in the Dry Mouth product category.

The ADA Council on Scientific Affairs in June accepted the oral rinse, a product of GlaxoSmithKline Consumer Healthcare (GSK), based on its finding that the product is safe and has shown efficacy in temporarily relieving dry mouth symptoms, when used as directed.

Dry mouth, also called xerostomia, results from an inadequate flow of saliva. Saliva is the mouth's primary defense against tooth decay and maintains the health of the soft and hard tissues in the mouth. Saliva washes away food and other debris, neutralizes acids produced by bacteria in the mouth and provides disease-fighting substances throughout the mouth, offering first-line protection against microbial invasion or overgrowth that might lead to disease.

"Biotene Dry Mouth Oral Rinse addresses an important problem that many people face," said Mia L. Geisinger, D.D.S., M.S., chair of the ADA Council on Scientific Affairs' Seal subcommittee. "By earning the ADA Seal of Acceptance, this product has shown to be safe and effective in helping relieve dry mouths symptoms and will hopefully help consumers identify a trusted solution when shopping for products that address this issue."

To earn the Seal, the product's manufacturer, GSK, had to pass ADA Laboratory tests and meet ADA and American National Standards Institute-approved dental standards. The company also submitted studies proving clinical safety and efficacy.

"We are very honored that Biotene Dry Mouth Oral Rinse received the first ADA Seal of Acceptance in the new Dry Mouth category," said Ryan Chung, Biotene brand manager, GSK Consumer Healthcare. "We understand that dry mouth can cause unintended long-term consequences on a person's oral health, so we are proud to be recognized by the ADA for helping people manage their dry mouth symptoms effectively."

For more information about the ADA Seal program, visit ADA.org/Seal. For more information on dry mouth, visit MouthHealthy.org.