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ADA Introduces New Seal of Acceptance Category for Athletic Mouthguards

CHICAGO, November 2, 2015 — The American Dental Association (ADA) introduced athletic mouthguards as a new category of the ADA Seal of Acceptance. The first product in the new category is CustMbite MVP mouthguards.

“Awarding the Seal to an athletic mouthguard expands the Seal Program to new and emerging areas, which we need to do in order to provide more options for dentists and dental patients,” said ADA Council on Scientific Affairs chair Dr. Tom Hart, who is also the director of the ADA Foundation Dr. Anthony Volpe Research Center. “This will allow ADA experts to evaluate new products that can benefit the American public.”

Mouthguards, also called mouth protectors, help cushion contact to the face, minimizing the risk of broken teeth and injuries to lips, tongue, face or jaw.

To earn the Seal, a company must submit material lists for review and demonstrate that the product meets [ADA guidelines](#) and ADA-developed dental standards.

CustMbite MVP mouthguards passed a series of laboratory tests and provided data supporting the safety of its material. The ADA found that the product is an effective sports mouthguard that helps protect teeth from impact trauma, when used as directed.

The ADA Council on Access, Prevention and Interprofessional Relations and the Council on Scientific Affairs promote the importance of safety in maintaining oral health and the use of a properly

fitted mouthguard as the best available protection device for reducing the incidence and severity of sports-related injuries.

For more information about the ADA Seal program, visit [ADA.org/seal](https://ada.org/seal). For more information on mouthguards, visit MouthHealthy.org.

Editor's Note: Reporters are invited to follow the ADA on Twitter @AmerDentalAssn

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing more than 158,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association* (JADA) is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ada.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.