After more than a year in the making, the American Academy of Cosmetic Dentistry (AACD) is pleased to release its new logo and identity package to dental professionals and patients worldwide.

The new AACD brand is the culmination of a comprehensive organizational assessment in order to solidify the academy as the pre-eminent resource in cosmetic dental education and information.

“It is an exciting time at the AACD. The academy is continually growing and adjusting to advance excellence in our profession through responsible esthetics,” said Michael B. Sessemann, DDS, DDS, AADC president.

“The new AACD brand represents a combination of the scientific foundation of the organization with an eye toward the future of cosmetic dentistry.”

Responsible esthetics

In 2009, AACD established a new mantra of Responsible Esthetics, which forms the foundation for the new AACD.

“AACD will demonstrate that we unequivocally stand for the practice of responsible esthetics. The academy will be the primary dental resource for patients as they strive to maintain their health, function and appearance for their lifetime. “The academy will clearly state and acknowledge that esthetic dentistry must complement the overall general and oral health of the patient, and do no harm. “Our members will strongly encourage that treatment decisions are based on the foundation of evidence-based protocols combined with sound clinical judgment. The academy will strongly encourage that cosmetic dentistry integrates interdisciplinary medical and dental treatment to enhance outcomes and minimize the loss of healthy human tissue.

“Our members will champion and provide minimally invasive treatment protocols, when and where appropriate, that are consistent with the long-term health and needs of the patient. AACD will encourage the utilization of innovation in technology and materials to deliver dentistry that is predictable and long lasting.”

About the AACD

The AACD is the world’s largest non-profit membership organization dedicated to advancing excellence in comprehensive oral care that combines art and science to optimally improve dental health, esthetics and function.

Composed of nearly 7,000 cosmetic dental professionals in 70 countries around the globe, the AACD fulfills its mission by offering superior educational opportunities, promoting and supporting a respected accreditation credential, serving as a user-friendly and inviting forum for the creative exchange of knowledge and ideas, and providing accurate and useful information to the public and the profession.

(***Source/AACD***)

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**ADA unveils new Web site design**

**Enhanced for easier access to comprehensive, online oral health information**

After a year and a half of extensive research, planning and design, the American Dental Association announced the unveiling of its new, enhanced Web site, ADA.org, encompassing the latest elements of Web development technology.

“The new ADA.org represents the collective input from our members and provides enhanced navigation tools for easier access to the wealth of oral health information we have online,” said Dr. Ronald L. Tankersley, ADA president.

“This information includes tools needed for practice management and continuing education as well as news about the latest developments in oral health care.”

**Source for professional information and enhanced Find-a-Dentist feature**

ADA.org is the dentist’s source for professional oral health information. For example, under the following tabs: “Professional Resources,” members will find an updated Member Center with a dental practice hub that includes tips and tools to thrive in challenging economic times.

An enhanced Find-a-Dentist feature, with updated profile information and photos, will also enable colleagues and patients greater opportunities to connect with each other.

“Education and Careers” includes information about licensure and education and online C.E. opportunities.

“Science and Research” features evidence-based dentistry resources and dental standards.

“Advocacy” addresses the ADA’s advocacy efforts on behalf of the dental profession on Capitol Hill and in state capitols across the country.

Many ADA members refer patients to ADA.org for oral health information. Housed under “Public Resources,” the redeveloped site will continue to offer news and extensive development on hundreds of dental topics, ranging from basic dental care to baby’s first tooth to gum disease to tooth whitening.

These topics also include an extensive video collection of various oral health subjects. The public also will find the site easier to navigate, making it more effective and easier for consumers to obtain needed oral health information.

“Refinements to ADA.org will continue as we build on our efforts to make our general and proprietary oral health information easily attainable for ADA members,” said Tankersley. “This will assist members in offering the highest level of patient care and maintaining thriving practices.”

**About the ADA**

The not-for-profit ADA is the nation’s largest dental association, representing more than 157,000 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 has long been a valuable and respected guide to consumer dental care products.

The monthly Journal of the American Dental Association (JADA) is the ADA’s flagship publication and one of the best-read scientific journal in dentistry.

For more information about the ADA, visit the association’s Web site at www.ada.org.