



SADA

THE SOUTH AFRICAN
DENTAL ASSOCIATION

MEDIA STATEMENT

FOR IMMEDIATE RELEASE

SOUTH AFRICAN DENTAL ASSOCIATION (SADA) WARNS MEMBERS OF THE PUBLIC AGAINST THE DANGERS OF USING DIRECT-TO-CONSUMER DENTAL PRODUCTS

Johannesburg, 27 November 2023 – The South African Dental Association (SADA) is deeply concerned about the growing trend of direct-to-consumer dental products that claim to replace professional dental care. While we acknowledge the importance of oral health and the desire for convenient solutions, SADA feels compelled to address the potential risks associated with these products.

Direct-to-consumer dental products, which include at-home teeth straightening kits, teeth whitening solutions, snap-on veneers, boil-and-bite occlusal guards and other self-administered treatments, may not undergo the same rigorous testing and quality control standards as those provided by licensed dental professionals. The lack of professional oversight in using these products can lead to unintended consequences, including ineffective results, potential harm, and delayed identification of underlying oral health issues.

As an association committed to promoting optimal oral health and maintaining the highest standards of dental care, we strongly advise the public to exercise caution when considering direct-to-consumer dental products. While some may offer short-term cosmetic benefits, the long-term consequences on oral health may outweigh the perceived convenience.

It is essential for individuals to prioritize their oral health by seeking professional advice from licensed and qualified dental practitioners. Dentists and dental specialists undergo extensive education and training to provide personalized, evidence-based care that takes into account the unique needs of each patient.

SADA encourages consumers to consult with their dentists before using any direct-to-consumer dental products. By doing so, individuals can ensure that their oral health is properly assessed, and appropriate treatment options are recommended based on their specific dental needs.

The association remains committed to advancing the oral health of the public and will continue to advocate for evidence-based, professional dental care as the gold standard for maintaining optimal oral health.

Issued by: KC Makhubele, CEO, SADA On Behalf of the Board of Directors

Contact: KC Makhubele, Chief Executive Officer, on behalf of The South African Dental Association

Contact Details:

The South African Dental Association

Postal: Private Bag 1, Houghton, 2041, Gauteng, South Africa

Telephone: +27 (0)11 484 5288

Email: ceo@sada.co.za info@sada.co.za

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About SADA:

The South African Dental Association (SADA) is the peak national body for the dental profession in South Africa representing the large majority of active registered dentists, both in the public and private sectors in South Africa. It is a non-profit professional association with a voluntary membership organisation represented by a total of 11 branches, one in every province of the Republic of South Africa, with Gauteng and Eastern Cape provinces having two branches each. The Association represents the interests of both the oral health profession and its members in South Africa.

The Association is committed and engaged in processes relating to setting industry standards and formulating policies. Learn more about SADA at <https://www.sada.co.za>