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FOR IMMEDIATE RELEASE

American Dental Hygienists' Association Teams Up with Walgreens and Johnson & Johnson for National Dental Hygiene Month

CHICAGO, October 2, 2019 –The American Dental Hygienists' Association (ADHA) announces its partnership with Walgreens and Johnson & Johnson for a National Dental Hygiene Month (NDHM) campaign.

ADHA established NDHM to promote good oral health and celebrate the dedication of dental hygienists across the country. This October, ADHA advances that message through its first national campaign with Walgreens and Listerine®. The campaign will roll out in more than 5,000 Walgreens locations as well as in radio ads on Pandora, in print and online. ADHA members will receive LISTERINE® product coupons to share with their patients and have the opportunity to win amazing prizes with a selfie contest.

“Dental hygienists have unique connections with patients,” ADHA President Matt Crespin, RDH, MPH said. “Our patients trust us with their oral health, so when we recommend over-the-counter products for them to use at home, they buy them and use them with confidence.

“We’re excited to partner with Johnson & Johnson and Walgreens, two companies with respect and name recognition in communities throughout the nation, to spread the word about optimal oral health for everyone.”

To celebrate NDHM all October, ADHA encourages dental hygienists to visit their nearest participating Walgreens and snap a selfie with the campaign display. Participants can then post the photo to ADHA social channels using the hashtags #DotheSwish and #NDHM2019 to be entered into a contest featuring cash prizes.

For more information including the location of a participating Walgreens store near you, visit <https://www.adha.org/national-dental-hygiene-month>.

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About the American Dental Hygienists' Association

The American Dental Hygienists' Association (ADHA) is the largest national organization representing the professional interests of more than 185,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health. For more information about ADHA, dental hygiene or the link between oral health and general health, visit ADHA at www.adha.org.