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FOR IMMEDIATE RELEASE

AMERICAN DENTAL HYGIENISTS' ASSOCIATION TEAMS UP WITH COLGATE FOR NATIONAL DENTAL HYGIENE MONTH

CHICAGO, September 28, 2020—The American Dental Hygienists' Association (ADHA) is proud to announce its partnership with Colgate® Oral Pharmaceuticals, Inc. for its National Dental Hygiene Month (NDHM) "Faces of Courage" 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 partnership with Colgate® Oral Pharmaceuticals, Inc. and their newly launched technology platform, Colgate Professional Direct. This innovative new website allows dental hygienists to make recommendations and send discounted Colgate products right to patients' homes.

"At Colgate, we believe everyone deserves a future they can smile about," says Phyllis Martina, RDH, MBA, senior professional education manager, Colgate Oral Pharmaceuticals, Inc. "We are committed to supporting dental hygienists as they strive to improve the oral health of their patients with proven oral care therapies. We couldn't be happier to join forces with ADHA to celebrate the courage and dedication of dental hygienists this October and always."

Lisa Moravec, RDH, MSDH, ADHA president adds, "The global health crisis has been a challenge for all of us, and particularly difficult for our dental hygiene community. ADHA takes great pride in celebrating their incredible work and resiliency in the face of adversity. We are aligned with Colgate's passion for oral health and grateful to have them as a partner and first-time sponsor for NDHM."

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To celebrate NDHM, ADHA is launching a campaign that honors the Faces of Courage of dental hygienists. This includes submissions from dental hygienists nationwide who are showcasing how they are courageously meeting each day during this global health crisis. Whether they are wearing their PPE with pride or navigating the path to return to work safely, these photos will be featured in social media and tagged with #NDHM2020. For more, 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 only national organization representing the professional interests of dental hygienists. 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. To learn more about ADHA, dental hygiene or the link between oral health and general health, visit ADHA at www.adha.org.