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News Release

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FOR IMMEDIATE RELEASE:

The Eco-Dentistry Association™ Announces First Ten Products to Achieve EDA Accepted Status

Launch of EDA Accepted Seal for Environmentally Friendly Products and Services Announced at EDA's Green Lounge Event at 2010 ADA Session

Berkeley, CA (November 11, 2010) – The Eco-Dentistry Association™ (EDA), an international membership association formed to promote environmentally sound practices in dentistry, recently announced several products that have achieved the newly created EDA Accepted Seal. The newly launched exclusive EDA Accepted Seal is for products and services that meet specific environmental criteria.

The EDA recently announced several product lines that have achieved EDA Accepted Status at this year's ADA Meeting:

DentalEZ® Group

- everLight™ operatory light for its waste reduction, pollution prevention, and energy conservation
- RAMVAC® Waterless Vacuum for water conservation
- CustomAir® LubeFree™ Compressor for pollution prevention and energy conservation
- UltraLeather™ Eco-Friendly Upholstery for pollution prevention

Transcendentist® (Green Dentistry by Discus)

- Reusable cloth sterilization pouches and wraps for waste reduction and pollution prevention
- Joysence™ Aroma Therapy for waste reduction, pollution prevention, and wellness dentistry
- Reusable cloth infection control barriers for waste reduction and pollution prevention

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News Release

(2)

Hu-Friedy®

- Enzymax® Earth Ultrasonic Solution for pollution prevention
- Team Vista™ Waterline Cleaner for pollution prevention
- Environdent® Instrument Recycling for waste reduction

The EDA Accepted Seal is awarded only to products and services that offer exceptional environmental benefits for the dental practice or dental industry. “The most common question we’re asked at the EDA is: ‘What products should I buy?’” Those products featuring the EDA Accepted Seal are immediately recognizable to the burgeoning market of dental professionals who are going green,” remarked Eco-Dentistry Association Director, Susan Beck.

Once a product or service is confirmed as EDA Accepted, the manufacturer will receive an electronic version of the EDA Accepted Seal, which may be used on any marketing, advertising, and packaging materials such as catalogs, websites, and product packaging. The manufacturer can then promote the product or service’s eco-friendly benefits with the added credential of the EDA Accepted Seal.

The EDA Accepted Seal makes it easy for dental professionals to identify products and services that meet the EDA’s standards and best practices for green dental offices. Dental professionals who rely on the EDA to help them achieve their “perfect shade of green” also rely on the EDA Accepted Seal to help them choose eco-friendly products from their supplier’s catalog quickly, easily, and with confidence.

According to Beck, “The EDA Accepted Seal may be appropriate for a product or service if it enables the dental professional to reduce waste and pollution; saves water or energy; incorporates innovative and/or high technology; or displays attributes of wellness-based dentistry.”

For complete details on how a specific product or service can obtain the EDA Accepted Seal, please log onto www.ecodentistry.org or call Eco-Dentistry Association Director Susan Beck at 510-841-1229.

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(3)

About the Eco-Dentistry Association™

The EDA is an educational membership organization that provides standards, best practices, and certification for green dental offices, and offers the public access to dental professionals that share their values of wellness and environmental stewardship. More information can be found at www.ecodentistry.org

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