



**Sinsational Smile**  
has achieved the following standards for the EDA Accepted Seal:



### **Sustainable Manufacturing Distribution**

- Manufacturer/distributor is powered by low/no-carbon energy source (solar).
- Product is manufactured proximate to where it is sold.
- Materials used in the manufacturing of the product are recycled.
- Product is the first company to use recyclable silicone trays.
- Manufacturers/distributors facilities are located in a LEED Certified building.
- Product packaging minimizes waste by eliminating the need for syringes.
- Manufacturer/distributor has implemented shipping policies which reduce environmental impact.
- Manufacturer/distributor has eliminated Styrofoam.
- Manufacturing/distribution operations reduce waste.
- Manufacturer is a green certified business.
- Manufacturing/distribution conserves energy by using only fluorescent lights, low-flow toilets/sinks and does not use air-conditioning units.
- Manufacturer uses biodegradable paper.



### **Waste Reduction**

- Product packaging is recyclable.
- No Styrofoam is used to package product.
- Product is sold in bulk.
- Product utilizes digital technology, reducing paper waste.

- All printed materials related to marketing of product are printed on recycled or FSC certified paper.
- Marketing materials and catalogues are printed on recycled paper or FSC certified paper.
- Electronic communications and company website is used to market product.
- Product or service orders may be made on-line or digitally.
- Purchasers of the product or service are billed electronically; payments for product or service can be received electronically.



### **Pollution Prevention**

- Product ingredients are verified to be “Generally Regarded as Safe” (GRAS).
- Product utilizes digital technology that prevents pollution (no X-rays).
- Product’s design mitigates hazardous waste disposal
- Product prevents pollution in dental practice by using pre-filled trays that eliminate the use of syringes and can be recycled when treatment is complete.



### **Energy Conservation**

- Product helps the dental practice conserve energy by saving them time, electricity and water.
- Product has Energy-Star rating .



### **Water Conservation**

- Product does not require the use of water.



### **Patient Care, Workplace Policies, Triple bottom line business practices**

- Product ingredients are organic, fair trade, sustainably harvested.
- Product is tested for biocompatibility.
- Products avoid chemical compounds of concern to dental consumers (No BPA, titanium dioxide, sodium lauryl sulfate or other harmful chemicals.)



## **Leadership**

- Company promotes product/service eco-friendly claim as key product benefit.
- Company has corporate social responsibility policy: Portion of proceeds goes to “1% for the Planet”, an organization supporting environmental organizations worldwide