A grabs the headlines as dental procedures gain more public attention.

**E L E G A N C Y**

The American Dental Association (ADA) and the American College of Prosthodontists (ACP) have joined forces to promote prosthodontics, the specialty that produces cosmetic and functional restorations for teeth. The two organizations have launched a joint campaign to highlight the importance of prosthodontic treatment and the role of prosthodontists in providing high-quality care.

**P R O S P E C T I V E S**

The campaign is part of a broader effort to raise awareness about the value of dental care and the role of prosthodontists in providing long-lasting, esthetic, and functional outcomes. The campaign features advertisements in print, online, and social media to reach a wider audience.

**C O N T R I B U T I O N S**

The partnership between the ADA and the ACP demonstrates the growing recognition of the importance of prosthodontics in the field of dentistry. The campaign is expected to raise the profile of prosthodontics and encourage more people to seek the services of a prosthodontist for their dental needs.

**A C K N O W L E D G E M E N T**

The ADA and the ACP would like to thank their partners in the prosthodontic community for their support and contributions to the campaign. The campaign is a testament to the importance of collaboration in advancing the field of dentistry.

**D E T A I L S**

For more information about the campaign and the role of prosthodontists, please visit the websites of the American Dental Association and the American College of Prosthodontists.
sive pediatric oral health services and eliminating this preventable disease from future generations.

NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university- and community-based dental clinics, health centers and mobile programs throughout the United States.

Christian J. Drake, chief operating officer of NCOHF, told Dental Tribune that the exposure in The Wall Street Journal, which appeared in the paper's Eastern edition on June 19, helped shed light among members of the public at large about the silent epidemic.

"It is also tremendously valuable to our work to help break the cycle of its devastating effects through supporting our national network of affiliates, which provide vital prevention, education and treatment services," Drake said.

Since 2006, NCOHF has distributed more than $65.5 million in direct funding, donated dental products and technical resources to the affiliate network to expand and enhance critical oral health services for their local communities. In only four years, NCOHF affiliates have provided critical preventive, restorative and educational oral health services to more than 1 million children.

The 10-year plan for the NCOHF affiliate network includes treating more than 5 million children through more than 500 centers throughout the United States and to begin providing global support to developing nations.

In addition, NCOHF aims to educate and screen more than 20 million children through schools, community events and ongoing, community-based prevention activities.

Corporate donations

The NCOHF recently announced it has received dental product donations from two of the largest dental products manufacturers in the United States.

Sybron Dental Specialties has donated dental products valued at more than $59,000 to NCOHF to provide vital dental treatment for underserved children across the country. Twenty-two NCOHF affiliate nonprofit oral health care centers received donated dental products throughout the year from DENTSPLY International.

Christopher Clark, president and chief operating officer of DENTSPLY, said: "DENTSPLY is proud to serve as a longstanding partner for the NCOHF affiliate network, providing both financial and product support. "NCOHF programs for underserved children meet the goals of DENTSPLY's corporate philanthropy by improving dental prevention, education and access to care in our most vulnerable children. Only by working together can we eliminate the oral health crisis plaguing our nation."

"We are very grateful that DENTSPLY has been a dedicated NCOHF underwriting partner since our founding in 2006," Ingber said. "The continued generosity of DENTSPLY, through product donations as well as financial and technical support, has played a significant role in our affiliates' ability to reach more than 1 million children with prevention, education and treatment services that give them hope for a pain-free and bright future."

Thanks to generous corporate underwriters such as Sybron, DENTSPLY and many others, 100 percent of contributions to America’s Toothfairy go directly to fund life-changing oral health care for the children in the United States who need it most.

More information about NCOHF is available online at www.ncohf.org.

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![Image: Drive into Savings]