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**ADA Foundation, Procter & Gamble Announce
New Award for Promising Researchers**

Application period open for the ADAF Crest and Oral-B Promising Researcher Award

CHICAGO, April 19, 2017 – The [ADA Foundation](#) (ADAF), in partnership with Procter & Gamble, has announced the new ADA Foundation Crest and Oral-B Promising Researcher Award. The application deadline is June 30, 2017.

Eligible applicants include degree candidates who conduct oral health research in preventive dentistry while enrolled in one of the following degree programs at an eligible institution: D.D.S. or D.M.D.; D.D.S./D.M.D. and Ph.D. dual degree; Ph.D. or equivalent; M.S. or equivalent; or M.P.H or equivalent.

The award will provide \$5,000 to the selected individual to attend a scientific conference or conferences to further their knowledge or skills, and/or to present their findings at such a scientific conference – or, with approval from the selection committee at time of application, to fund research-related expenses.

“Crest and Oral-B are committed to supporting the next generation of researchers who have passion for prevention and the important role it plays in achieving optimal oral health,” said J. Leslie Winston, D.D.S., Ph.D., director of Global Oral Care Professional & Scientific Relations and Clinical Operations at the Procter & Gamble Company.

"This new award will help further research on the prevention of oral disease and will encourage early career scientists to expand their horizons," said William R. Calnon, D.D.S. president, ADA Foundation.

To make a tax-deductible donation to the ADA Foundation, visit

www.adafoundation.org or call 312.440.2547.

Editor's Note: Read more about the ADA Foundation at ADAFoundation.org. Reporters are invited to follow the ADA on Twitter @AmerDentalAssn

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About the ADA Foundation

As dentistry's premier philanthropic and charitable organization, the ADA Foundation is a catalyst for uniting people and organizations to make a difference through better oral health. The ADA Foundation provides more than \$800,000 in grants, scholarships, and awards annually to programs that are in alignment with the organization's four mission pillars: Charitable Assistance, Access to Care, Research, and Education (C.A.R.E.). As part of these efforts, the ADA Foundation oversees Give Kids A Smile® and also oversees the ADA Foundation Volpe Research Center in Gaithersburg, Maryland (formerly the Paffenbarger Research Center). For more information about the ADA Foundation, visit www.adafoundation.org.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

About Crest

A trusted leader in oral health, Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since its introduction more than 50 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States. Headquartered in Cincinnati, OH, Crest is owned and distributed by Procter & Gamble.

About Oral-B

Oral-B is the worldwide leader in the over \$5 billion brushing market. Part of Procter & Gamble, the brand includes manual and power toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss. Oral-B toothbrushes are used by more dentists in the world than any other brand.