



1 in 11 Americans has diabetes today

The American Diabetes Association’s mission is to prevent and cure diabetes while improving the lives of those dealing with the disease. The ADA is comprised of 14,000 healthcare professionals, 400,000+ volunteers and over 2 million donors, with more than 587K individuals enrolled in the ADA’s Living with Type 2 Diabetes Program.

With an ADA Seal of Approval, licensees can add new customers (with a potential market of almost 1/3 of the United States), increase sales to existing customers and gain a competitive edge in the market. In addition, companies can support a great cause and make people’s lives better.

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