



## Policy: Advertising – Denture Specialists

### Rational

The College of Denturists of British Columbia has four classes of active license based on the scope of practice as defined by the Denturist Regulation. Active registrants, by law, may provide denture related services. Some registrants' advertise that they are 'Denture Specialists'. The term 'specialist' is generally accepted to mean that the person possess some sort of advanced training recognized or certified by the profession. The College currently recognizes advance training in the form of the class of license of the registrant. Currently, the College of Denturists of British Columbia does not certify or recognize any specialty practice.

The purpose is to clarify the use of the term 'specialist' in the context of the Denturist' profession.

The term 'specialist' or 'denturist specialist' may mislead the public in choosing a registrant. Given that the College does not certify or recognize specialty training, a registrant advertising as such may be deemed unethical. The College does however recognize that, by the restrictive nature of the Denturist Regulation, Denturists specialize in denture services. The Supreme Court of Canada has decided that limitations on professional advertising must not be overly restrictive. The College wishes to establish, to ensure that advertising by registrants is not false or misleading, an acceptable advertising policy.

### Policy Statement

While it is not appropriate for a registrant to call himself or herself a specialist, the College of Denturists of British Columbia agrees that Denturists are Denture Specialists. A Registrant who, in any advertising, uses the word 'specialist', must only use the term in the following manner:

## **“Denturists are Denture Specialists”**

Any use of the term, in any context other than above may result in investigation and inquiry by the College. Registrants are strongly encouraged to preview and approve all advertising, as Registrants remain responsible in the event of typographical errors or misprinting.

Board Approval Date: May 28, 2004