



Policy: Advertising – Services of a Health Professional

Rational

The College of Denturists has received a number of complaints regarding Denturists who advertise the services of Dentists.

Some advertisements specify that these services are provided by a dentist, however others do not.

A policy concerning this issue is needed to clearly communicate with Registrants what is acceptable and unacceptable when it comes to the contents of their advertising.

Policy Statement

Services outside the scope of Denturists may be advertised, however only under the strict condition that they must clearly identify which designated health professional provides the service.

For example:

- On site tooth extractions (UNACCEPTABLE)
- X-rays, extractions done by a Dentist (ACCEPTABLE)

Board Approval Date: April 7, 2006