



## Policy: Advertising – Years of Experience

### Rational

To ensure that all advertising is accurate and incapable of misleading the recipient, Registrants must be very specific when describing their years of experience.

### Policy Statement

As of January 1, 2010, any and all advertisements that state a number of years of experience must include specific information regarding that experience.

*Please note that proof is required.*

### Examples

A Registrant with six years of experience as a Dental Technician may advertise as follows,

- Six years of experience as a Dental Technician and three years of experience as a Denturist.

The same Registrant with six years of experience as a Dental Technician may not advertise as follows,

- Six years of experience; or
- Six years of experience as a dental professional.

Board Approval Date: April 9, 2010