



Advertising Policy: Use of the term “implant”

Rational

Advertisements must be honest, truthful, transparent and clear.

Pursuant to section 8.03(2) of the College of Denturists of British Columbia’s bylaws, “any marketing undertaken or authorized by a registrant in respect of the registrant’s professional services must not be false or inaccurate, reasonably expected to mislead the public, or unverifiable ... ”.

Furthermore, section 8.03(3) states that an advertisement “violates subsection (2) if it is likely to create in the mind of the recipient or intended recipient an unjustified expectation about the services the registrant can perform or provide results which the registrant can achieve”.

Policy Statement

The term “implant” must be used in conjunction with “denture” or type of dental prosthesis.

Examples

ACCEPTABLE	UNACCEPTABLE
“Dentures Over Implants”	“Implants”
“Implant Dentures”	“Implant Specialist”
Implant Overdentures”	“Implant Denture Specialist”
“Implant Supported Dentures / Prostheses”	“Implant Centre/Center”

Transition Provisions

In a September 17, 2011 motion, the Board grandfathered the use of the term “Implant Center/Centre” at five existing clinics where the registrant-owners were already using the term in the clinic’s business name. As long as the business name for any one of those five clinics includes the term “Implant Center/Centre”, the Board’s motion prohibits use of that name at

a different location or with a different clinic, and prohibits the sale of the name for use by any other registrant.

Board Approval Date: September 17, 2011

Board Addition Approved: April 10, 2015

Board Amendments Approved: December 11, 2015

Board Amendments Approved: December 8, 2017