



Advertising Policy – Years of Experience

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 calculated or likely to take advantage of the weakened state, either physical, mental or emotional, of the recipient or intended recipient or 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

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

ACCEPTABLE	UNACCEPTABLE
1) A Registrant with six years of experience as a Dental Technician and three years of experience as a Denturist.	
Six years of experience as a Dental Technician and three years of experience as a Denturist.	Six years of experience
	Six years of experience as a dental professional
2) A denture clinic that has been in operation since 1972.	
In business since 1972	“42 years’ experience” under the following circumstances: <ul style="list-style-type: none"> • The Registrant has been licensed for less than 42 years, or • The number indicates the combined years of
42 years of combined experience (IF the Registrants are currently working in the practice – not retired or otherwise absent)	

	experience of all the Registrants in the office, or <ul style="list-style-type: none">• The clinic has been in business for 42 years
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Board Approval Date: April 9, 2010
Board Amendments Approved: April 10, 2015
Board Amendments Approved: December 11, 2015