



## Advertising Policy

### Rational

To clarify section 8.03 of the College of Denturists of British Columbia's (CDBC) bylaws and ensure that advertisements are honest, truthful and transparent.

Section 8.03 of CDBC's bylaws state,

...

*(2) Any marketing undertaken or authorized by a registrant in respect of the registrant's professional services must not be*

- (a) false or inaccurate,*
- (b) reasonably expected to mislead the public,*
- (c) unverifiable*
- (d) misrepresentative of the effectiveness of any technique, procedure, instrument or device,*
- (e) contrary to the public interest or the ethical standards of the profession, or*
- (f) in bad taste, offensive, self laudatory, or otherwise contrary to the honour and dignity of the profession or maintenance of a high standard of professionalism.*

*(3) Without limitation, marketing violates subsection (2) if it*

- (a) is calculated or likely to take advantage of the weakened state, either physical, mental or emotional, of the recipient or intended recipient,*
  - (b) 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,*
  - (c) implies that the registrant can obtain results*
    - (i) not achievable by other registrants,*
- ...
- (d) compares the quality of services provided by the registrant with those provided by*
    - (i) another registrant*

...

...

*(4) A registrant who, in any advertisement, includes a statement of fees for a specific service*

...

*(e) must not compare the fees charged by the registrant with those charged by another registrant or registrants of another college.*

...

## Policy Statements

Below are policy statements on the following topics:

- Logo
- Superiority of Skills or Exclusivity of Technique
- Use of the term 'implant'
- Years of Experience
- Services of a Health Professional
- Use of Coupons and/or Discounts

### Logo

- The Registrar approves requests from registrants and third parties to use CDBC corporate logo.
- Registrants and third parties wishing to use CDBC corporate logo must apply to the Registrar in writing, describing how and for what purposes the logo will be used.
- No registrant or third party can use CDBC corporate logo for advertising or marketing products or services. Permission may be granted to a third party to promote an event that is sanctioned by CDBC.
- A registrant or third party granted permission to use the logo must forward a copy of the resource on which the CDBC corporate logo is to be used to CDBC's Registrar or their designate.

The corporate logo includes the use of visual identity, as well as the name of the College of Denturists of British Columbia.

## **Superiority of Skills or Exclusivity of Technique**

Words that denote superiority of skills or exclusivity of technique are unacceptable.

Examples include, but are not limited to, the following:

- Best price
- Eliminate sore spots
- Exceptional implant dentures
- New standard of care
- State of the Art ...
- Superb fit
- Top of the line
- \_\_\_\_\_'s choice

## **Use of the term "implant"**

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

Examples

<b>ACCEPTABLE</b>	<b>UNACCEPTABLE</b>
"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.

## Years of Experience

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

<b>ACCEPTABLE</b>	<b>UNACCEPTABLE</b>
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"><li>• The registrant has been licensed for less than 42 years, or</li><li>• The number indicates the combined years of experience of all the registrants in the office, or</li><li>• The clinic has been in business for 42 years</li></ul>

## Services of a Health Professional

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)

## **Use of Coupons and/or Discounts**

Coupons and/or discounts are a contravention of CDBC's bylaws, specifically section 8.03 (2)(e), (2)(f), (3)(a) and/or (4)(b).

Board Approval Date: April 20, 2018