



## Advertising Policy – Superiority of Skills or Exclusivity of Technique

### 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, unverifiable, misrepresentative of the effectiveness of any technique, procedure, instrument or device, contrary to the public interest or the ethical standards of the profession, or 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".

Furthermore, sections 8.03(3)(c) and (d) state that an advertisement "violates subsection (2) if it implies that the registrant can obtain results not achievable by other registrants ... or ... compares the quality of services provided by the registrant with those provided by another registrant ...".

### Policy Statement

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

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