

Advertising with Integrity

Whether online or in print, any promotion of yourself or your practice must maintain the integrity and dignity of the profession.

Before Advertising

Ask Yourself

- Is this message clear and truthful?
- Could this be seen as misleading or exaggerated?
- Would my peers consider this professional?
- Does this information help the public make informed choices?

Do Not Include

- superiority terms (e.g., “state of the art”, “cutting edge”)
- testimonials or unverifiable claims
- statements that appeal to the public’s fear or favourable results
- incentive programs such as giveaways, contests, draws, free products or services
- comparisons with other dentists or services

Use Titles Appropriately

Use titles and qualifications that reflect your registration category with the College.

Do Not Reference

- continuing education
- memberships or positions in professional organizations
- degrees not required for registration with the College

Referring to a dental practice area, procedure or treatment?

Clearly state if you are a general practitioner or specialist, and specify your area of specialty where applicable. Read our article on [Use of qualifications, titles, and designations](#) for more information.

Advertising Payments & Fees

You may advertise fees, but ensure:

- Fees are clearly stated.
- Unless specified otherwise, the advertised fee is the maximum, inclusive of all services and laboratory costs.
- The fee applies to all patients, regardless of awareness of the ad or insurance coverage.

Questions?

Contact: practiceadvisory@rcdso.org



Regularly review your print and online advertising and take proactive steps to ensure it is accurate and professional. Read our practice advisory on [Professional Advertising](#) to learn more about the legal requirements that apply to advertising.