

NEWFOUNDLAND AND LABRADOR DENTAL BOARD

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NOTICE TO ALL ADVERTISERS IN PUBLIC MEDIA

SUBJECT: RULES FOR ADVERTISING FOR DENTISTS

This notice is to advise all advertisers in the public domain that the Newfoundland and Labrador Dental Board has by the right of the Dental Act 2008 a set of rules governing advertising for dentists licensed in this province.

The purpose of these rules is to hold accountable any and all advertising on behalf of dentists to be professional and in the public interest.

These rules delineate a standard that the Profession expects will allow for virtually all forms of advertising with a reasonable possibility of creative expression within the intent of the Charter and the findings of the Courts.

Should anyone in your organization wish clarification, or help in supporting these rules please contact the undersigned or visit our website at www.nldb.ca for the supporting By Law # 8 - Rules for Advertising.

Dr. Paul O'Brien, D.D.S.
Secretary - Registrar

09/09/13