



NOVA SCOTIA REGULATOR OF  
DENTAL HYGIENE,  
DENTAL TECHNOLOGY,  
& DENTURISM **DRAFT**

Practice Standards:  
Advertising

**For Consultation**

**APPROVED BY CDHNS Council, NSDTA Council, and DLBNS Board for Consultation Circulation:**

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## Practice Standards: Advertising for NSRDHDTD Registrants - DRAFT

The intent of this standard is to protect the public interest and to ensure that advertising and marketing by dental hygienists, dental technologists, and denturists does not demean the integrity and dignity of their professions, thereby risking the public's trust in oral healthcare.

The terms "advertising" and "marketing" in relation to the dental hygiene, dental technology, and denturism professions must be taken in their broadest sense and include all those methods by which NSRDHDTD registrants are made known to the public, including any communication, in any medium, whether spoken, text, or image-based, that has for one of its purposes, the promotion of the registrant, the clinic, or group with which the registrant is directly or indirectly associated.

Registrants have the right to present relevant practice information to the public in order that the public is better able to make informed choices concerning oral healthcare.

Advertising and marketing by an NSRDHDTD registrant must be done within the parameters outlined in the Nova Scotia Regulator of Dental Hygiene, Dental Technology, and Denturism practice standard entitled *Practice Standards: Advertising for NSRDHDTD Registrants* (the "Standard").

The requirements listed here apply to registrants, professional corporations, and any individual or entity authorized to practise aspects of dental hygiene, dental technology, or denturism.

Each registrant is responsible for their own conduct as well as all information disseminated on behalf of their practice.

### (1) Advertising Expectations

Advertising and marketing by a registrant must:

- be accurate, factual, clear, honest, and truthful;
- be professional and respectful,
- not harm the integrity of the dental hygiene, dental technology, or denturism profession,
- not contain testimonials,
- not contain comparisons with another practice, registrant, or oral healthcare professional and avoid suggestions of uniqueness or superiority over another practice, registrant, or oral healthcare professional,
- not refer to the quality of service to be provided,
- not tend to promote the excessive or unnecessary use of the services provided, and
- be directed to the general public and not at an individual member of the public other than current clients of record.

## (2) Advertising of Fees, Promotions, and Products

A registrant who, in advertising or marketing, includes a statement of fees for a specific service must meet the expectations of truth, accuracy, and clarity to the intended audience. This includes, but is not limited to:

- must ensure that the statement sufficiently describes the fees and services to enable the recipient, or intended recipient, to understand the nature and extent of the services to be performed or provided and the cost to the client,
- must not, in the advertisement, compare the fees charged by the registrant with those charged by another registrant or other oral healthcare professional, and
- must ensure that, unless otherwise specified, the advertised fee would be the maximum fee inclusive of all services, including laboratory costs. The advertised fee must be applicable to all clients, whether they were aware of the advertisement and whether they have dental insurance coverage.

Registrants' advertisements must not include inducements such as giveaways, contests, draws, or free/discounted goods or services (except in relation to pro bono services, or services provided to low-income clients who would not otherwise have access to care).

Registrants must not create or participate in rewards programs aimed at promoting a particular treatment/procedure.

A registrant may only endorse a product or service for sale to the public, whether for reward or not, if the product or service relates directly to oral health care and their profession. A registrant must not promote for personal gain any drug, device, treatment, procedure, product or service that is ineffective or unsafe.

A registrant must follow the process below when using their professional title to endorse any drug, device, treatment, procedure, product or service for personal gain:

- Disclose any benefit received from the endorsement;
- Take an evidence-informed approach when deciding to endorse the product or service; and
- Disclose relevant information about the product or service to the client,

## (3) Use of Title and Training

A registrant must not use the title "specialist" or any similar designation suggesting a recognized special status or accreditation on any letterhead or business card or in any other print or digital marketing.

A registrant must not claim to be authorized to practice in an advanced practice<sup>1</sup> or any additional practice competencies<sup>2</sup>, unless that person is competent to perform an advanced practice, and, if applicable is approved by the Registrar to perform the additional practice competency. Examples of

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<sup>1</sup> "Advanced practice" means a professional activity, procedure, or service identified by the Board as requiring competencies beyond entry to practice competencies.

<sup>2</sup> "Additional practice competency" means an advanced practice that (a) has been identified by the Board as necessitating additional education, training or other requirements beyond those identified in practice standards, and (b) requires approval of the Registrar before a registrant may engage in the advanced practice.

additional practice competencies include dentures over implants for denturists and administering local anaesthetic for dental hygienists.

A registrant who limits their practices to certain branches or areas of their profession may state in any marketing the branch or area to which their practice is limited.

A registrant who has an interest or additional training in certain branches or areas of their profession may state in any marketing the branch(es) or area(s) of interest/training.

Registrants may refer to their undergraduate dental hygiene, dental technology, or denturism programs of study for which they hold a practising licence; and/or other university or college diplomas or degrees they hold, if not misleading. For example, a registrant who advertises an international dentistry degree may lead clients to believe they are receiving services from a dentist, rather than from a dental hygienist, dental technologist, or denturist.

Advertising should not refer to courses, continuing competence programs, oral health profession awards, or designations which could mislead the public to believe that one oral health professional is superior to another.

While registrants may refer to the accurate number of years they have practiced, it would be misleading to refer to the combined years of practice of all the professionals in a practice. One example is below:

- A combined number of years total for all professionals can be misleading if one person has practiced for 2 years and another for 20 years of experience. A combined 22 years of experience does not accurately describe either individual's experience.

#### (4) Retention of Marketing Material

A registrant must retain a copy of any advertisement or other marketing material for one year after the date of publication or broadcast, and must, upon request, provide to the regulator:

- a copy of any publication, including an advertisement, made using telephone or computer-based media, if such a copy exists,
- a recording of any broadcast, including a broadcast made on radio or television or using computer-based media, and
- a written record of when and where the publication or broadcast was made.

#### (5) Miscellaneous

A registrant may only speak on behalf of the NSRDHDTD if the Registrar or Board has expressly authorized the registrant to do so.

A registrant must not include the NSRDHDTD logo in any communications or promotional materials without the express authorization of the Registrar or Board.

Registrants must take reasonable steps to prevent third parties from publishing inappropriate advertisements about themselves.

## (6) Acknowledgements

The development of this standard was informed by the Provincial Dental Licensing Board of Nova Scotia's NSRDDA Advertising Standards Regulations (approved Jan 18, 2025 to come into effect upon migration to the RHPA); advertising sections in the current CDHNS Dental Hygienists Regulations (May 2009), Sections 35 – 37; DLBNS Denturist Regulations (Aug 2003), Sections 17, 20 – 23; NSDTA Dental Technician "Rules after 1965"; and the Alberta College of Dental Hygienists' Advertising Standard of Practice (Aug 2023) and Advertising Guidelines (Aug 2023). Other reference documents include those produced by the Canadian Code of Advertising Standards, the British Columbia College of Oral Health Professionals (BCCOHP), the Royal College of Dentists of Ontario (RCDSO), and the College of Physicians and Surgeons of Nova Scotia (CPSNS).