

SUBCHAPTER 16P - ADVERTISEMENT OF DENTAL SERVICES

21 NCAC 16P .0101 COMMUNICATIONS CONCERNING DENTAL SERVICES

A dentist shall not make a false or misleading communication about the dentist or the dentist's services. A communication is false or misleading if it:

- (1) Contains a material misrepresentation of fact;
- (2) Is likely to mislead or deceive because it makes only a partial disclosure of relevant facts;
- (3) Is intended or is likely to create false or unjustified expectations of favorable results;
- (4) Contains express or implied claims of superiority which cannot reasonably be substantiated by the advertising practitioner; or
- (5) Contains other representations or implications which are intended or likely to cause an ordinary, prudent person to misunderstand or be deceived.

History Note: Authority G.S. 90-41(a)(16),(17),(18); 90-48;
Eff. March 1, 1985;
Amended Eff. May 1, 1989; October 1, 1986;
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. January 9, 2018.