

Dentistry

JUST A REMINDER OF THE STATUTE AND RULE CONCERNING ADVERTISING

466.019, Florida Statutes: Advertising by dentists

(2) No advertisement by a licensed dentist shall contain any false, fraudulent, misleading, or deceptive statement or claim or any statement or claim which:

- (a) Contains misrepresentations of fact;
- (b) Is likely to mislead or deceive because in context it makes only a partial disclosure of relevant facts;
- (c) Contains laudatory statements about the dentist or group of dentists;
- (d) Is intended or is likely to create false, unjustified expectations of favorable results;
- (e) Relates to the quality of dental services provided as compared to other available dental services;
- (f) Is intended or is likely to appeal primarily to a layperson's fears;
- (g) Contains fee information without a disclaimer that such is a minimum fee only; or
- (h) Contains other representations or implications that in reasonable probability will cause an ordinary, prudent person to misunderstand or to be deceived.