

19 April 2013

Dear practitioner,

Code of Practice on Advertising

The Dental Council has recently approved a Code of Practice on Advertising (“the Code”), which informs oral health practitioners of the standards of practice that are required of them when advertising oral health services. The Code is attached and can be downloaded from, the Council’s website: www.dentalcouncil.org.nz/dcStandardsCodes

The Code will take effect from 1 November 2013. This timeframe is to enable oral health practitioners the opportunity to make any necessary amendments to their advertising to ensure that it is compliant with the Code.

The Council’s expectation is that all oral health practitioners will promptly familiarise themselves with the Code, and ensure that their advertising is compliant with the obligations set out in the Code.

All oral health practitioners are reminded that the professional standards which practitioners are required to observe are set out in codes of practice either endorsed or developed by the Council. The standards must be met unless there is good reason for not doing so. Failure to meet the standards, without good reason, will on the face of it be a breach of a practitioner’s professional duties. Clause 6 of the Code sets out the consequences of a breach of advertising requirements.

Finally, the Council is not able to review or advise on advertising for compliance with the Code. If you are in any doubt about matters relating to your advertising and compliance with the Code you are encouraged to seek legal advice.

Yours sincerely,



Marie Warner
Chief Executive