



Denturist Society of Saskatchewan

Approved by DSS Council – May 2, 2026
Effective: July 3, 2026

Advertising Guidelines

Introduction

Registrants are responsible for all communication and advertising related to their professional practice. It is therefore essential that registrants ensure any staff or agents involved in these activities understand and follow these guidelines. All forms of advertising must comply with the Advertising requirements set out in Regulatory Bylaw 18(1)–(4). The following guidelines are intended to provide additional clarification and direction.

- **External advertising** refers to any paid or unpaid advertisement where it is not possible to provide full disclosure or obtain informed consent. It includes but is not limited to television, radio, print, business cards, sponsorships, phone book, yellow pages, flyers, infomercials, business profiles, signage, billboards, names of clinics, paid internet ads, external links and the first 140 characters of primary website. Social media is considered external (e.g. Facebook, Twitter, Google etc.).
 - In addition to listing basic services, the statements “complimentary consultation” and/or “insurance plans accepted” are permitted.
 - Any secondary or undisclosed websites are considered external and must comply with external advertising standards. Primary websites must clearly display the clinic name so the public can easily identify the associated practice (e.g., *johndodontureclinic.com* for John Doe Denture Clinic).
- **Internal advertising** refers to advertising encountered when a member of the public voluntarily chooses to contact or visit a registrant’s clinic or access materials created by a DSS registrant. Internal advertising includes, but is not limited to, phone calls, consultations, pamphlets, in-office media screens, primary websites, and verbal communications. Internal advertising allows a registrant to expand on services offered and outline their qualifications.
 - A primary website is considered internal advertising, with the exception of the first 140 characters.
 - Registrants may expand on services offered and educate patients on treatment options available
- The term “Specialist” in the medical/dental professions denotes an individual who has completed a recognized postgraduate specialty program. Registrants are not permitted to use this term—or any variation of it—as a qualification.
- Combining years of experience of multiple registrants within the same practice is not permitted. Similarly, listing the number of years a practice has been in business is not acceptable.
- The term “Implant Clinic/Center” must not be used, as it implies implant surgery can be performed by the registrant or on the premises. Acceptable alternatives include “Implant Solutions” or “Implant Overdentures,” which accurately reflect post-surgical services.
- Testimonials are not permitted, as they represent opinions rather than verifiable statements of fact.

Please direct questions to the Quality Assurance Committee by email at:

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