

BOARD OF DENTAL EXAMINERS OF ALABAMA
ADMINISTRATIVE CODE

CHAPTER 270-X-4
MISCELLANEOUS

270-X-4-.08 Advertising.

(1) A dentist shall not make or cause to be made a false communication about the dentist or the dentist's services. A communication is false if it contains a material misrepresentation of fact or law.

(2) A communication is defined as information in any manner or medium designed or intended to attract public attention to the dentist or his/her practice and shall include any "advertisement" as that term is defined in Code of Ala. 1975, §34-9-19.

(3) Any/all advertisements for a dental practice/organization must include at least one dentist's name (working within the practice/organization) and/or the practice/organization name.

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Statutory Authority: Code of Ala. 1975, §§34-9-19(j), 34-9-43(1).

History: **New Rule:** Filed August 11, 2004; effective September 15, 2004. **Repealed and New Rule:** Filed July 21, 2009; effective August 25, 2009. **Amended:** Filed February 22, 2012; effective March 28, 2012.