

ADVERTISING NOTICE TO ALL GENERAL DENTISTS:

The State Board of Dentistry wishes to give some guidance to General Dentists as it pertains to advertising. It is NOT LEGAL for a General Dentist to utilize the “name of any recognized specialty” in advertising for their practice. For example, stating any focus on endodontics, oral surgery, orthodontics, prosthodontics, periodontics, or using the words Pediatric or “dentistry for kids” in any advertising, marketing, or billing is strictly prohibited by the South Carolina Dental Practice Act UNLESS you have a specialty license. Without such advanced education or specialty license you are risk of having a complaint filed against you before the Board of Dentistry. Please do not hesitate to contact the Board if you have any questions or concerns.

Statute references are 40-15-130 and 40-15-220