

NEW JERSEY REGISTER
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RULE ADOPTIONS
LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
NEW JERSEY STATE BOARD OF DENTISTRY

Adopted Amendment: N.J.A.C. 13:30-6.2

Professional Advertising

Proposed: May 21, 2007 at 39 N.J.R. 1991(a).

Adopted: September 5, 2007 by the New Jersey State Board of Dentistry, Maxine Feinberg, D.D.S., President.

Filed: February 29, 2008 as R.2008 d.76, without change.

Authority: N.J.S.A. 45:6-1 and 45:1-15.1.

Effective Date: April 7, 2008.

Expiration Date: August 16, 2010.

Federal Standards Statement

A Federal standards analysis is not required because the adopted amendments are governed by N.J.S.A. 45:6-1 et seq., and are not subject to any Federal requirements or standards.

Full text of the adoption follows:

13:30-6.2 Professional advertising

(a)-(d) (No change.)

(e) All advertisements shall contain the licensee's name and the phrase "General Dentist," or, if the licensee holds a specialty permit pursuant to N.J.A.C. 13:30-6.1, the specialty for which the licensee has been granted a permit by the Board.

(f) (No change.)

(g) If a dentist advertises under a banner heading for any of the special areas of dentistry in N.J.A.C. 13:30-6.1(c) in any directory (for example, telephone book yellow pages), such advertisement shall contain the licensee's name, and either the phrase "General Dentist" or the specialty for which the licensee has been granted a permit by the Board.

(h)-(q) (No change.)