

20:43:04:01. Recognized specialty practice -- Qualifications. Dentists may advertise services in recognized specialty areas or advertise specialty practices if they have completed postdoctoral training which is recognized and approved by the American Dental Association Commission on Dental Accreditation. Only the following specialties are recognized by the Board of Dentistry:

- (1) Dental public health;
- (2) Endodontics;
- (3) Oral and maxillofacial pathology;
- (4) Oral and maxillofacial radiology
- (5) Oral and maxillofacial surgery;
- (6) Orthodontics and dentofacial orthopedics;
- (7) Pediatric dentistry;
- (8) Periodontics; and
- (9) Prosthodontics.

Dentists that meet the qualifications of this section must disclose in all advertisements the specialty area in which they practice. Dentists that do not meet the qualifications of this section must disclose in all advertisements that they are a general dentist. This disclaimer shall be clearly legible with print equal to or larger than the print advertising the service or clearly audible with speech volume and pace equal to the advertisement.

This section does not apply to those dentists who began limiting their practices to a recognized specialty prior to April 20, 1972. Declaration to the public of a specialty practice or the inference of specialty status in any other area is a violation of SDCL 36-6A-29 and this section.

Source: SL 1975, ch 16, § 1; 6 SDR 87, effective March 2, 1980; 11 SDR 73, effective November 27, 1984; 12 SDR 151, 12 SDR 155, effective July 1, 1986; 18 SDR 132, effective February 17, 1992; 37 SDR 131, effective January 6, 2011.

General Authority: SDCL 36-6A-14(1), 36-6A-28, 37-6A-29.

Law Implemented: SDCL 36-6A-14.