

New law, relative to dentistry, provides that when it is required by existing law that an advertisement include the name of the advertising dentist as it appears on the license or renewal certificate of the dentist or the specialties of all dentists practicing within or under the name of a corporation, company, association, limited liability company, or trade name be disclosed in the advertisement, such requirement shall be deemed to be sufficiently satisfied if the names and specialties of all dentists practicing in, with or under the said corporation, company, association, limited liability company, or trade name are made available on an Internet web site fully disclosed in the advertisement, or are provided without delay to any individual requesting same by contacting the advertiser at a telephone number also disclosed in the advertisement.

New law further provides that whether the advertisement is run by the corporation, company, association, limited liability company, or trade name, or any individual member practicing within same, all dentists practicing in, with or under the corporation, company, association, limited liability company, or trade name shall be responsible for the content of the advertisement.

Effective June 8, 2010.

(Adds R.S. 37:775(13))