

**PRIVATE AND CONFIDENTIAL**

Mr Roger Pratley  
8 Pentrepoeth Rd  
Morrison  
Swansea  
SA6 6AB

Our Reference CAS-162912-L4R6G8  
Date 21<sup>st</sup> November 2012

Dear Mr Pratley,

Thank you for writing to us on 02/11/2012 bringing your concerns to our attention.

The General Dental Council are not able to provide views on particular advertisements, so we have addressed your enquiry as we would a complaint. As we did not receive a copy of the newspaper advertisement with your complaint, we have not been able to consider your concerns in respect of the same, and offer the following information generally.

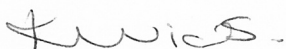
With regards to your concerns that the advert may imply superiority of expertise, we ordinarily only take action against advertisements in which specific misleading statements are used, as opposed to general promotional wording. I note that the term 'Clinical Denture Technician' does not appear to be used on the website, but rather 'Clinical Dental Technician' is used.

We were however able to look directly at the matters you raised regarding the company's website. Having done so, we will not be taking further action in respect of the company's website. We do not feel that the website page you sent the link to provided inaccurate information about Clinical Dental Technicians' training or qualifications. We have also viewed the page referring to partial dentures and are not concerned that it implies a breach in scope of practice, or that it misdescribes the process by which a patient might see a Clinical Dental Technician.

Regrettably, we do not feel that the information about denture implants infers that implant placement is carried out by the company. Respectfully, we would suggest that if a particular dentist is concerned that their reputation is being compromised by association with a particular company, that dentist should themselves seek specific advice on the matter, either from their professional body or defence organisation.

Thank you for raising this matter with us, I hope this answers your query. We will now close this case and I am sorry we cannot help you further.

Yours sincerely,



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