

**From:** [Sean M. Sinclair](#)  
**To:** [Drew Krainyk](#); [Bernie White](#); [Marion Lafreniere](#)  
**Subject:** Advertising Bylaws  
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**Attachments:** [image001.png](#)  
[Memorandum to the College of Dental Surgeons - Advertising \(S1087257xA0A6C\).docx](#)

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Hi Drew, Bernie and Marion,

I have attached a memorandum going through some of the case law related to restrictions on advertising. As noted in my earlier email to Drew, I have concerns that a prohibition on a member advertising discounts off of the College's fee guide is an unjustifiable limit on the member's Charter right to freedom of expression.

My concern is largely related to the fact that the member's statement is verifiable and objective. Thus, I think that the College will have difficulty establishing that such prohibition is necessary and not overly broad.

I am happy to discuss.

Thanks,



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