


Dentists' and undergraduate dental students' knowledge of dental advertising and publicity campaigns

Leticia Regina Alfaia Custodio¹

 0000-0002-1108-8808


Judson Nascimento Brasil²

 0000-0002-0228-4794

Dino Lopes de Almeida¹

 0000-0001-5941-234X

Talita Lima de Castro-Espicalsky³

 0000-0002-4226-4464

¹Centro Universitário São Lucas, Porto Velho, Rondônia, Brasil.

²Hospital Regional de Vilhena, Vilhena, Rondônia, Brasil.

³Instituto Médico Legal Dr. José Adelino da Silva, Porto Velho, Rondônia, Brasil.

Correspondence:

Leticia Regina Alfaia Custodio

E-mail: leticiareginaac@gmail.com

Received: Jan 24, 2023

Approved: May 30, 2023

Last revision: Oct 31, 2023

<https://creativecommons.org/licenses/by-nc/4.0/deed.en>



Abstract Advertising and publicity are important tools for the dental job market due to the number of professionals in the industry and the competition for professional space. Nevertheless, dentists must know and apply the principles outlined in the Brazilian Dental Code of Ethics (CEO) and current resolutions to ensure ethical and appropriate advertising. This study aimed to evaluate the perception and knowledge of dental surgeons and students in Porto Velho, state of Rondônia, Brazil, about the current standards of ethical and legal aspects related to advertising and publicity in dentistry. To carry out this descriptive observational study, a questionnaire with 25 questions was administered to dentists and dental students enrolled in the seventh or eighth semester of higher education institutions in Porto Velho. The sample consisted of 151 subjects, of which 69 were dentists and 82 were dental students. This study enabled us to identify the main questions of the dental students and professionals who participated in the survey, highlighting the lack of clarification on certain aspects of the subject and emphasizing the importance of knowing the CEO professional ethical guidelines.

Descriptors: Ethics, Dental. Legislation, Dental. Forensic Dentistry. Schools.

Conocimiento de los cirujanos dentistas y estudiantes de odontología sobre publicidad y marketing dental

Resumen La publicidad y lo marketing en Odontología son herramientas importantes para el mercado laboral, dado el número de profesionales del sector y la competencia por el espacio profesional. Sin embargo, para una publicidad ética y adecuada, es de gran importancia el conocimiento y aplicación de los principios existentes en el Código de Ética Dental (CEO) y las resoluciones vigentes en la materia. El objetivo del estudio fue evaluar la percepción y el conocimiento de los cirujanos dentistas y estudiantes de odontología de Porto Velho, estado de Rondônia, sobre los aspectos éticos y legales relacionados con la publicidad y el marketing en Odontología, de acuerdo con las normas vigentes. Para realizar el estudio observacional descriptivo, se aplicó un cuestionario con 25 preguntas sobre el tema a cirujanos dentistas y estudiantes de odontología matriculados en el séptimo u octavo período de instituciones de educación superior de la ciudad de Porto Velho, Rondônia. La muestra estuvo compuesta por 151 individuos, de los cuales 69 eran cirujanos dentistas y 82 estudiantes de odontología. El presente estudio permitió identificar las principales dudas de académicos y profesionales de la odontología que participaron de la investigación, destacando la falta de aclaración sobre algunos puntos sobre el tema, además de resaltar la importancia de conocer las pautas éticas profesionales del CEO.

Descriptores: Ética Odontológica. Legislación en Odontología. Odontología Forense. Instituciones Académicas.

Conhecimento de cirurgiões-dentistas e acadêmicos de Odontologia sobre publicidade e propaganda odontológica

Resumo A publicidade e a propaganda em Odontologia são ferramentas importantes para o mercado de trabalho, tendo em vista a quantidade de profissionais existentes no setor e a disputa por espaço profissional. Porém, para uma publicidade ética e adequada, são de grande relevância o conhecimento e a aplicação dos princípios existentes no Código de Ética Odontológico (CEO) e nas resoluções atuais sobre o assunto. O objetivo do estudo foi avaliar a percepção e

o conhecimento dos cirurgiões-dentistas e acadêmicos de Odontologia de Porto Velho, estado de Rondônia, sobre os aspectos éticos e legais relacionados com publicidade e propaganda em Odontologia, de acordo com as normas atuais. Para realização do estudo observacional descritivo, foi aplicado um questionário com 25 questões sobre o tema a cirurgiões-dentistas e acadêmicos de Odontologia matriculados no sétimo ou no oitavo período de instituições de ensino superior do município de Porto Velho, Rondônia. A amostra foi constituída por 151 indivíduos, dos quais 69 eram cirurgiões-dentistas e 82 acadêmicos de Odontologia. O presente estudo permitiu identificar as principais dúvidas dos acadêmicos e dos profissionais de Odontologia que participaram da pesquisa, evidenciando a falta de esclarecimento sobre alguns pontos do tema, além de ressaltar a importância do conhecimento das diretrizes éticas profissionais do CEO.

Descritores: Ética Odontológica. Legislação Odontológica. Odontologia Legal. Instituições Acadêmicas.

INTRODUCTION

According to the Brazilian Dental Council (CFO)¹, there are currently more than 395,325 active dentists in Brazil and, according to the Ministry of Education², there are more than 630 dental programs. In all regions of Brazil, the dentist-to-population ratio is low³. At the same time, more than half of the Brazilian population has not been or does not go to the dentist⁴.

In this context, it can be inferred that the job market in dentistry is saturated and highly competitive, making advertising and publicity campaigns important tools for competing with an ever-increasing number of practicing professionals⁵.

Dentists and undergraduate dental students need to be aware of all the rules governing advertising and publicity campaigns in dentistry in Brazil to act according to the ethical and legal aspects of the profession. However, some studies⁶⁻⁸ have shown that a large number of advertisements for dentists fail to comply with current regulations, negatively exposing the professional to society and devaluing the category⁷.

Regional studies have identified irregular advertising as the primary cause of complaints brought before the Brazilian Regional Dental Councils (CROs). In the state of Santa Catarina⁹, for example, 65% of advertisements were irregular, leading to 68% of legal ethical proceedings. A similar study¹⁰ showed that inappropriate advertising was responsible for around 19.4% of legal ethical proceedings at the CRO of the state of Pará. The importance of ethical and social values in dentistry is underlined by this data, highlighting the need for a change in dentists' perspective⁹.

Therefore, this study aimed to analyze dentists' and dental students' knowledge of advertising in dentistry in the city of Porto Velho, state of Rondônia, Brazil, to discuss the ethical and legal aspects of dental advertising.

METHODS

This study was approved by the Centro Universitário São Lucas Research Ethics Committee, under CAAE number 16416219.8.0000.0013. This is a descriptive observational study, carried out using a questionnaire presented to dentists and undergraduate dental students in the city of Porto Velho, state of Rondônia, Brazil. Dentists who were duly registered with the CRO of Rondônia (CRO-RO) and who worked in private practices or the public service in the municipality were invited to the study, totaling 1011 professionals. We also included undergraduate students enrolled in the last two semesters (7th and 8th) of the undergraduate dental programs of the two higher education institutions of Porto Velho. A total of 90 undergraduate students were invited to take part in the survey. Those who did not wish to take part or answer the questionnaire and those who failed to meet the inclusion criteria were excluded from the study.

The survey was initially carried out by providing a printed copy of the questionnaire to the participants, who answered the questions using a pen. During this phase, contact with the students was face-to-face, and the questionnaires were delivered in person. Given the COVID-19 pandemic, which occurred during the research, and the need for social isolation, we adapted the questionnaire to an electronic format, making it available to participants through the Google Forms platform. The professionals were contacted through the CRO-RO, which agreed to send the forms by direct mail to those registered in its database.

In cases where the survey happened in person, the participant was duly informed and signed the Informed Consent Form (ICF) before the questionnaire was presented. In the electronic questionnaire, the ICF was the first section of the online form. It included details about the survey and a question asking whether the participants wished to answer the questionnaire, without prejudice if they chose to withdraw. Their consent to take part in the survey was recorded at the end of the form by the option "*Yes, I have understood the terms of the survey and I agree to participate voluntarily*". The participants could only access the questionnaire after giving their consent. The participants' consent to take part in the survey was fully given when they answered the survey questionnaire to the end, both in the physical and the electronic questionnaires.

The questionnaire consisted of general questions (sex, time since graduation/program semester, graduation, Legal Dentistry/Bioethics course during the undergraduate program, update course on ethics, knowledge of Bioethics and Legislation in Dentistry) and specific questions on dental advertising and publicity campaigns, related to the Brazilian Dental Code of Ethics (CEO)⁹⁻¹¹ and CFO resolutions number 195 and 196/2019^{12,13}. There were three possible answers to the specific questions (It is right; It is wrong; I am not sure/do not want to comment), and the participant had to choose only one of them.

The data was tabulated in an electronic spreadsheet, including the data collected via the Google Forms platform and via the physical forms. The results were then submitted to descriptive statistical analysis.

RESULTS

Of the 1011 dentists and 90 dental students invited to take part in the survey, only 69 (6.8%) dentists and 82 (91.1%) students participated, totaling 151 individuals. Among the participants, 100 (66.2%) were female and 51 (33.8%) were male. Among the dentists, 25 (36.2%) were recent graduates, having graduated from 1 to 5 years before the survey. Among dental students, 39 (47.6%) were in the 7th semester and 43 (52.4%) were in the 8th semester (Table 1).

Table 1. Dentists' time since graduation (n=69) and students' semester in the undergraduate Dental Program (n=82).

Time since graduation (dentist)	n (%)
Less than 1 year	3 (4.3)
From 1 to 5 years	25 (36.2)
From 6 to 10 years	20 (29.0)
More than 10 years	21 (30.4)
Undergraduate Program Semester	
7th semester	39 (47.6)
8th semester	43 (52.4)

Most undergraduate students (83.5%) studied Bioethics and Legal Dentistry during their course. The percentage of dentists who also took the same courses during their undergraduate studies was 65.9% (45), while 9 (12.6%) professionals failed to take any courses related to the subject during their program. Regarding the number of semesters taken with ethics courses, 68.4% (56) of the students and 60.9% (42) of the dentists took only 1 semester (Table 2).

Table 2. Ethics-related courses taken and number of semesters with these courses.

Course taken	Students (n=82)	Dentists (n=69)	Total (n=151)
Dental Bioethics and Legal Dentistry	68 (83.5%)	45 (65.9%)	113 (74.8%)
Only Dental Bioethics	14 (16.5%)	7 (10.1%)	21 (13.9%)
Other courses related	0 (0%)	8 (11.4%)	8 (5.3%)
Did not have such courses in the academic program	0 (0%)	9 (12.6%)	9 (5.9%)
Number of semesters			
1 semester	56 (68.4%)	42 (60.9%)	98 (64.9%)
2 semesters	11 (13.4%)	17 (24.6%)	28 (18.5%)
3 semesters	0 (0%)	2 (2.9%)	2 (1.3%)
Not informed	15 (18.2%)	8 (11.6%)	23 (15.3%)

Of all the participants, 55.6% (84) rated their knowledge of Bioethics and Dental Legislation as "reasonable" (Table 3). Regarding the frequency of updates on ethics (Table 4), 43.7% (66) of all participants failed to keep themselves up to date on Bioethics and Dental Legislation.

Table 3. Self-classification of knowledge on Dental Bioethics and Dental Legislation.

Self-classification	Students (n=82)	Dentists (n=69)	Total (n=151)
Good	22 (26.8%)	14 (20.3%)	36 (23.8%)
Reasonable	44 (53.7%)	40 (58%)	84 (55.6%)
Little knowledge	16 (19.5%)	15 (21.7%)	31 (20.5%)

Table 4. Frequency of updates on ethics.

Frequency of updates	Students (n=82)	Dentists (n=69)	Total (n=151)
6 months or less	13 (15.9%)	23 (33.3%)	36 (23.8%)
Less than 1 year	23 (28%)	21 (30.4%)	42 (27.8%)
I do not update myself	39 (47.6%)	25 (36.6%)	66 (43.7%)
Not informed	7 (8.5%)	-	7 (4.6%)

As for the specific questions related to advertising and publicity campaigns in Dentistry (Table 5), we proposed 15 questions containing multiple choice alternatives (It is right, It is wrong, I am not sure/do not want to comment on that), and the participant had to choose only one alternative. Five questions showed a high error rate (>10%), five had a high uncertainty rate (>10%), and the other five questions had a high success rate (>80%), which are listed in order in Table 5. The question with the most incorrect answers was "Is it right to publish before/during/after treatment photos on social networks and websites with a signed ICF?", answered incorrectly by around 69.5% (57) students and 76.8% (53) dentists.

The participants were strongly uncertain when answering two questions. The first was "Is it right to advertise your academic qualifications?", which generated an "I am not sure/do not want to comment" response from over 30% of dentists and students. The second question was "Is it right to carry out advertisements and publicity campaigns to patients from laboratories and dental technicians?", causing uncertainty among dentists (23.2%) and students (43.9%) (Table 5).

Other questions with results that deserve to be highlighted were: "Is it right to advertise dental equipment for commercial purposes on behalf of companies that manufacture this equipment?" and "Is it right to advertise home care?", with percentages of answers evenly divided among the alternatives (Table 5), but with relatively high percentages of wrong answers (> 26%) and uncertainty (> 33%).

Table 5. Specific questions related to advertising and publicity campaigns in dentistry.

Questions	Correct answer	Dentists (n=69)			Students (n=82)			Total (n=151)		
		Correct	Incorrect	Uncertain	Acertaram	Erraram	Correct	Incorrect	Uncertain	Dúvida
Is it right to publish before/during/after treatment photos on social networks and websites with a signed ICF?	It is wrong	12 (17.4%)	53 (76.8%)	4 (5.8%)	12 (14.6%)	57 (69.5%)	13 (15.9%)	25 (16.6%)	109 (72.2%)	17 (11.2%)
Is it right to share photos of treatments carried out by other dentists?	It is wrong	47 (68.1%)	8 (11.6%)	14 (20.3%)	53 (64.6%)	8 (9.8%)	21 (25.6%)	100 (66.2%)	16 (10.6%)	35 (23.2%)
Is it right to advertise dental equipment for commercial purposes on behalf of the companies that manufacture this equipment?	It is wrong	22 (31.9%)	29 (42%)	18 (26.1%)	23 (28%)	20 (24.5%)	39 (47.5%)	46 (30.5%)	49 (32.5%)	56 (37%)
Is it right to advertise home care?	It is right	37 (53.6%)	14 (20.3%)	18 (26.1%)	24 (29.3%)	25 (30.5%)	33 (40.2%)	61 (40.4%)	40 (26.5%)	50 (33.1%)
Is it right to advertise and offer dental services through loudspeakers, promotional websites, or active telemarketing (direct mail)?	It is wrong	47 (68.1%)	15 (21.7%)	7 (10.2%)	61 (74.4%)	8 (9.8%)	13 (15.8%)	108 (71.5%)	23 (15.2%)	20 (13.3%)
Is it right to carry out advertisements and publicity campaigns to patients from laboratories and dental technicians?	It is wrong	44 (63.8%)	9 (13%)	16 (23.2%)	40 (48.8%)	6 (7.3%)	36 (43.9%)	84 (55.6%)	15 (9.9%)	52 (34.5%)
Is it right to advertise your academic qualifications?	It is right	43 (62.4%)	4 (4.8%)	22 (31.9%)	49 (59.8%)	7 (8.5%)	26 (31.7%)	92 (60.9%)	11 (7.3%)	48 (31.8%)
Is it right to share about agreements the dentist has with other companies, such as health insurance?	It is right	55 (79.7%)	3 (4.3%)	11 (15.9%)	53 (64.6%)	3 (3.7%)	26 (31.7%)	108 (71.5%)	6 (4%)	37 (24.5%)
Is it right to share techniques and treatments that are in the research process?	It is wrong	50 (72.5%)	6 (8.7%)	13 (18.8%)	59 (72%)	9 (11%)	14 (17%)	109 (72.2%)	15 (9.9%)	27 (17.9%)
Is it right to advertise payment methods in the media?	It is wrong	62 (89.9%)	6 (8.7%)	1 (1.4%)	60 (73.2%)	7 (8.5%)	15 (18.3%)	122 (80.8%)	13 (8.6%)	16 (10.6%)
Is it right to advertise registered areas of specialization on your business card?	It is right	67 (97.1%)	2 (2.9%)	-	78 (95.2%)	2 (2.4%)	2 (2.4%)	145 (96%)	4 (2.6%)	2 (1.4%)
Is it right to promote your logo in the media (radio, TV, website, social networks)?	It is right	62 (89.9%)	3 (4.3)	4 (5.8%)	68 (82.9%)	5 (6.1%)	9 (11%)	130 (86.1%)	8 (5.3%)	13 (8.6%)
Is it right to advertise free treatment?	It is wrong	61 (88.4%)	5 (7.2%)	3 (4.4%)	69 (84.2%)	2 (2.4%)	11 (13.4%)	130 (86.1%)	7 (4.6%)	14 (9.3%)
Is it right to make a diagnosis, prescribe treatment, or a consultation on mass media (social media/TV/Radio/website)?	It is wrong	66 (95.8%)	2 (2.8%)	1 (1.4%)	72 (87.8%)	2 (2.4%)	8 (9.8%)	138 (91.4%)	4 (2.7%)	9 (5.9%)
Is it right to talk about techniques used by other professionals as inappropriate or outdated?	It is wrong	67 (97.2%)	1 (1.4%)	1 (1.4%)	73 (89%)	1 (1.2%)	8 (9.8%)	139 (92%)	3 (2%)	9 (6%)

DISCUSSION

Throughout their professional careers, dentists need to understand how to use marketing tools to effectively reach clients and attract potential patients. They should invest in dental services and consider pricing, distribution, and promotion. However, these issues must be considered ethically, legally, and with a view to valuing the profession. Professionals must be aware of the ethical regulations in force in Brazil and follow them to avoid being penalized for non-compliance with the existing rules¹⁴.

Although the questionnaire for the current survey was sent to all dentists with an active CRO in the city of Porto Velho, only 6.8% of those invited responded to the form. Therefore, we may infer that the results fail to represent all dentists in the country and should be interpreted with caution.

Even so, this study provides important information on the subject. Among the dentists who took part in the survey, 87.4% reported having taken courses related to Dental Bioethics and/or Legal Dentistry during their undergraduate studies, while all undergraduate students had studied at least one of these courses, which shows that universities are offering this knowledge to students.

However, when asked to rate their knowledge on the subject, many participants (55.6%) rated it as "reasonable", and around 20.5% said to know little about it. When asked how often they updated themselves on ethics, 43.7% of the participants said they failed to do it. This data shows that both dentists and dental students have been failing to update themselves on a topic that is becoming increasingly important in the profession^{15,16} in a scenario governed by social media and communication vehicles.

With regard to the specific questions on the rules of advertising and publicity campaigns in dentistry, there was a lack of clarification on parts of the subject, since we observed a greater number of propositions with a high level of error and doubt when compared to the propositions with higher levels of correctness. The proposition with the highest error rate (72.2%) asked whether it was right to "publish before/during/after treatment photos on social networks and websites with a signed ICF." Both the CEO⁹ and CFO Resolution 196/2019¹³ state that treatment photos should not be shown to the public, except in the scientific community with the patient's consent. A previous study⁷ found similar data, analyzing 384 dentists' professional profiles, 76.6% of whom posted patients' before/during/after treatment photos.

For that reason, the CFO's apparent permission through Resolution 196/2019¹³ to publish before and after treatment photos is being discussed. The action went beyond the provision of the CEO⁹ (Art. 44, items V, VI, and XII), which prohibits the disclosure of before and after photos in any means of information distribution, and by Law 5081/1966¹¹ (Art. 7, item a), which prohibits the public exhibition of dental work. Scholars in the deontological field claim that Resolution 196/2019(15) was edited and published in breach of basic legal concepts by disregarding what was previously established by the aforementioned regulations, which are hierarchically superior in the Brazilian legal system. It was also made without observing the relevant competence and rite for changing matters present in these regulations (Law 4.324/1964 and Regulatory Decree 68.704/1971), which raised questions about its effectiveness and legal validity¹⁷.

In addition, the publication of "before and after" photos can lead to great expectations by patients. The professional's work can thus be questioned in court in case of lack of patient satisfaction and the comparison between reality and what was promised by the dentist, considering the dissemination of photos as marketing. It is up to the dentist to warn the patient that there are no aesthetic miracles, avoiding saying things like "this treatment will make your smile perfect," or using advertising mechanisms that go against this understanding¹⁴.

We can also highlight the question "Is it right to advertise your academic qualifications?", in which 31.8% of participants selected "I'm not sure/do not want to comment". Previous studies have shown that a low percentage of dentists do this, which may be due to a lack of knowledge about such activity being allowed.

The question "Is it right to carry out advertisements and publicity campaigns to patients from laboratories and dental technicians?", which is not allowed by the CEO, also revealed a high percentage of uncertainty (34.5%). Infractions of this nature were mentioned in Silva *et al.* (2020)¹⁸ and Soares *et al.* (2019)¹⁹.

Another very uncertain topic among dentists is the advertising of dental equipment by dental professionals, which is not allowed by the CFO Resolution 196/2019¹³. When asked about the subject, 32.5% of participants answered incorrectly and 37% were unsure. Silva *et al.* (2021)²⁰ and Leal *et al.* (2017)⁽²³⁾ showed that some of the participating dentists advertised equipment, in breach of the regulation above.

Finally, the lack of knowledge of these regulations can put dentists in complicated ethical and legal situations. In this scenario, dental professionals must be aware of the need to ethically advertise their services, with constant updating, training, and academic background that goes beyond technical competence since professional excellence requires the ethical and humanistic improvement of the individual¹⁴.

CONCLUSIONS

Based on the data obtained, we observed a partial lack of clarification about advertising and publicity campaigns in dentistry among dental professionals and students. We identified the participants' main questions and mistakes on the subject, including whether it was possible to use treatment photos, whether they could advertise their specialties, and whether advertising dental equipment for commercial purposes was allowed.

This highlights the great importance of awareness-raising campaigns by the supervisory bodies (CROs) about ethics in dental advertising and publicity campaigns in Brazil. This includes enhancing teaching in higher education institutions, improving the frequency of updates on the subject, deepening the knowledge of dentists and dental students on advertising and ethics, and promoting practical application of the ethical and professional guidelines learned during professional life, which are necessary for fair and ethical action.

REFERENCES

1. Conselho Federal de Odontologia. Quantidade Geral de Profissionais e Entidades Ativas [Internet]. 2023 [cited 2023 May 25]. Available from: <https://website.cfo.org.br/estatisticas/quantidade-geral-de-entidades-e-profissionais-ativos/>
2. Ministério da Educação (MEC). Cadastro Nacional de Cursos e Instituições de Educação Superior Cadastro - Sistema e-MEC [Internet]. 2023 [cited 2023 May 25]. Available from: <https://emec.mec.gov.br/>
3. San Martin AS, Chisini LA, Martelli S, Sartori LRM, Ramos EC, Demarco FF. Distribuição dos cursos de Odontologia e de cirurgias-dentistas no Brasil: uma visão do mercado de trabalho. *Rev ABENO* [Internet]. 2018;18(1):63–73. doi: <https://doi.org/10.30979/rev.abeno.v18i1.399>
4. Instituto Brasileiro de Geografia e Estatística (IBGE). Pesquisa nacional de saúde 2013. Acesso e utilização dos serviços de saúde, acidentes e violências: Brasil, grandes regiões e unidades da federação [Internet]. 39, 2013 [cited 2021 Jan 25]. Available from: https://www12.senado.leg.br/institucional/omv/copy_of_acervo/outras-referencias/copy2_of_entenda-a-violencia/pdfs/IBGE_PesquisaNacionaldeSaude2013
5. Morita MC, Haddad AE, Ercília AM. Perfil atual e tendências do cirurgião-dentista brasileiro [Internet]. Dental Press International. Maringá: Dental Press International; 2010. p. 96 [cited 2021 Jan 25]. Available from: www.dentalpress.com.br ; https://abeno.org.br/abeno-files/downloads/download_20111202125600.pdf
6. Miranda GE, Radicchi R, Daruge JE. Análise de websites de cirurgias-dentistas quanto aos aspectos éticos e legais relativos à publicidade e propaganda. *Rev Bras Odontol* [Internet]. 2013;70(1):80–84.
7. Penteadó MLR, Oenning ACC, Silva RHA, Nascimento MCC, Silva RF, Miamoto P. Análise ético-jurídica da publicidade odontológica no instagram®. *Rev Bras Odontol Leg* [Internet]. 2020 [cited 2021 Jan 25];7(1):4–16. Available from: <https://portalabol.com.br/rbol/index.php/RBOL/article/view/260/230>. doi: <https://doi.org/10.21117/rbol-v7n12020-260>
8. Garbin CAS, Ortega MM, Ísper AJ, Saliba TA. O uso das redes sociais na odontologia: uma análise dos aspectos éticos de páginas de clínicas odontológicas. *Rev Bras Odontol Leg* [Internet]. 2018 [cited 2021 Jan 25];5(1):22–29. Available from: <https://portalabol.com.br/rbol/index.php/RBOL/article/view/135/153>. doi:

- <https://doi.org/10.21117/rbol.v5i1.135>
9. Motta L, Camargo AR, Chagas K, Bolten D, Loreto L, Álvares B, et al. Panorama das denúncias e processos éticos odontológicos no Estado de Santa Catarina. *Rev Bras Odontol Leg* [Internet]. 2019 [cited 2021 Jan 25];6(2):21–30. Available from: <https://portalabol.com.br/rbol/index.php/RBOL/article/view/235/207>. doi: <https://doi.org/10.21117/rbol.v6i2.235>
 10. Pena RBJ, Corrêa Júnior JHSC, Araújo RJGLSMS, Fernandes MM, Prado FB, Daruge E, et al. Processos éticos do Conselho Regional de Odontologia do Estado do Pará no período de 2007 a 2010. *Saúde, Ética & Justiça* [Internet]. 2013;18(1):116–123. doi: <https://doi.org/10.11606/issn.2317-2770.v18i1p116-123>
 11. Conselho Federal de Odontologia. Código de ética odontológica [internet]. Conselho Federal de Odontologia Brasil; 2012, p. 1–20. [cited 2021 Jan 25]. Available from: http://cfo.org.br/wp-content/uploads/2009/09/codigo_etica.pdf
 12. Conselho Federal de Odontologia (CFO) (Brasília-DF). Resolução CFO-118, de 11 de maio de 2012 [Internet]. Brasil; 2012 [cited 2021 Jan 25]. Available from: <https://sistemas.cfo.org.br/visualizar/atos/RESOLUÇÃO/SEC/2012/118>
 13. Lei nº 5081, de 24 de agosto de 1966. Regulamenta o exercício da Odontologia no Brasil [Internet]. Brasil: Brasília: Diário Oficial da União; 1966 [cited 2021 Jan 25]. Available from: http://www.planalto.gov.br/ccivil_03/leis/l5081.html
 14. Conselho Federal de Odontologia (CFO) (Brasília-DF). Resolução CFO-195/2019: autoriza o cirurgião-dentista a realizar o registro, a inscrição e a divulgação de mais de duas especialidades, e dá outras providências [Internet]. 2019 [cited 2019 Jan 29]. Available from: <http://cfo.org.br/website/wp-content/uploads/2019/01/Resolucao-CFO-195-2019.pdf>
 15. Conselho Federal de Odontologia (CFO) (Brasília-DF). Resolução CFO-196/2019: autoriza a divulgação de autoretratos (selfie) e de imagens relativas ao diagnóstico e ao resultado final de tratamentos odontológicos, e dá outras providências [Internet]. 2019 [cited 2019 Jan 29]. Available from: <http://cfo.org.br/website/wp-content/uploads/2019/01/Resolucao-CFO-196-2019.pdf>
 16. Miranda SS, Bulcão JA, Almeida C. Propaganda odontologia: avaliação dos aspectos éticos envolvidos. *Rev Bras Odontol Leg* [Internet]. 2015;2(1):53–67. doi: <https://doi.org/10.21117/rbol.v2i1.21>
 17. Santos LF. Estratégias de marketing na odontologia: a percepção do cirurgião dentista e/ou responsáveis técnicos. Trabalho de Conclusão de curso. Bacharelado em Odontologia, 2019.
 18. Pereira SLS, Pacheco FAM, Cruz JS, Souza CVS. O marketing digital utilizado em consultórios odontológicos na cidade de Porto Nacional-TO. *Rev Integr Univ* [Internet]. 2020;13(21):114–130. doi: <https://doi.org/10.31501/1982-9280.2019V13N21p.114-130>
 19. Martorell LB, Prado MM, Finkler M. Paradoxos Da Resolução Cfo N. 196/2019: “Eu Tô Te Explicando, Prá Te Confundir.” *Rev Bras Odontol Leg* [Internet]. 2019;6(1):74–89. doi: <https://doi.org/10.21117/rbol.v6i1.252>
 20. Silva SGN, Novaes IM, Santos BMS, Albuquerque LT, Lins AJC, Lins HC, et al. Propaganda E Publicidade Irregular Em Odontologia Na Região Nordeste Do Brasil. *Brazilian J Dev* [Internet]. 2020;6(11):92357–92373. doi: <https://doi.org/10.34117/bjdv6n11-588>
 21. Soares KM, Rolim AKA, Silva DFB, Silva CAM, Campos FAT, Silva MW, et al. Descumprimento do Código de Ética Odontológica em redes sociais – análise de irregularidades vinculadas à publicidade e propaganda. *Rev Eletro Acervo Saude* [Internet]. 2019;11(16):e1207. doi: <https://doi.org/10.34117/bjdv6n11-588>
 22. Silva EA, Silva FT, Sonoda TB, Pizi ECG, Prado RL, Marsicano JA. Uso das redes sociais como ferramentas de marketing nos consultórios odontológicos. *RSBO* [Internet]. 2021;18(2):243–251. doi: <https://doi.org/10.21726/rsbo.v18i2.1604>
 23. Leal TR, Silva HP, Brandt LMT, Cavalcanti AL. Marketing odontológico: análise de anúncios publicitários de acordo com código de ética Dental. *Rev Cienc Med Biol* [Internet]. 2017;16(2). doi: <https://doi.org/10.9771/cmbio.v16i2.17899>

Conflict of Interest: The authors have no conflicts of interest to declare.

Funding: No funding to declare.

Authors' contribution: Study conception and planning: LRAC, JNB, TLCE. Data collection, analysis, and interpretation: LRAC, JNB, DLA, TLCE. Manuscript writing or revision: LRAC, JNB, DLA, TLCE. Final approval: LRAC, JNB, DLA, TLCE. Public responsibility for the content of the article: LRAC, JNB, DLA, TLCE.