

INDEX NO: **PRACTICE DIRECTION  
16.0**

SUBJECT: **Advertising, Sales, Testimonials  
and Incentives 16.7**

REVISION APPROVED: September 27, 2017

APPROVED BY COUNCIL : January 2013

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## **Background**

One of the responsibilities of the College under the *Registered Dietitians Act (2005)* is to adopt and enforce a code of ethics governing the conduct of members. This practice direction outlines the requirements for Registered Dietitians with respect to advertising, sales, testimonials and incentives.

## **Definitions**

Advertising - a written, audio or visual promotion in any medium related to a members practice. It does not include advice, an opinion or recommendation give in the course of counseling clients<sup>1</sup>

## **Practice Direction**

### Advertising

- Dietitians shall not engage in, or allow the use of, by any means whatsoever, advertising that is false, incomplete, or liable to mislead the public<sup>2</sup>
- Advertising must not create false or unjustified expectations as to the results
- Advertising must be consistent with the members professional obligations

### Sales

- Dietitians shall not sell or promote any product, or act as an agent for the sale or promotion of any product, in such a manner as to mislead or create a false impression. For example, dietitians must not guarantee the success of any product or product line or imply unjustified expectations about the results the client may achieve by using the product or product line<sup>3</sup>
- Dietitians must not sell or promote dietetic products or services that are not supported by evidence based research
- Dietitians must not use professional designation to sell products or services unrelated to dietetics
- Dietitians must disclose to clients when products are being sold for profit, provided with options for purchasing elsewhere and reassured that care will not be affected by purchasing decisions.
- Dietitians must disclose any industry relationships that exist between the dietitian and the product or product line being recommended<sup>3</sup>
- Dietitians must demonstrate a thorough understanding of the of the product or product line including, indications, contraindications, interactions, side effects or adverse effects<sup>3</sup>

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Testimonials

- Testimonials are permitted in the province of Manitoba, provided they meet the guidelines for advertising as described above

Incentives

- Dietitians working in Manitoba can offer loyalty points or rewards (such as Air Miles) for nutrition counseling. However, “bonus” points to entice or restrict patients to purchase nutrition counseling on a particular day (or days) in order to qualify for greater gratuity are not permitted

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**References**

1. College of Dietitians of Ontario. *Proposed Regulation: Advertising*. Section 32 (1) Toronto
2. College of Dietitians of Manitoba. *Code of Ethics for Registered Dietitians in Manitoba*. January 2005.
3. Nova Scotia Dietitians Association. *Position Statement on the Recommendation, Endorsement and Sale of Products*. March 2016.