

# Alberta Dental Association and College Notice of Publication March, 2018

## IN ACCORDANCE WITH BYLAW 19(7) OF THE ALBERTA DENTAL ASSOCIATION AND COLLEGE

Dr. Suzanne Cziraki was scheduled to appear before a Hearing Tribunal of the Alberta Dental Association and College because of an electronic coupon and time limited offer for cosmetic Botox treatment. Dr. Cziraki was referred to hearing as a result of an investigation into a complaint by a member of the public.

The allegations against Dr. Cziraki were that she breached the *Code of Ethics, Health Professions Act* and the *Food and Drug Regulation* by using coupons, electronic coupons and time limited offers to offer a discount to prospective patients seeking botulinum toxin type A cosmetic treatment.

Specifically, Dr. Cziraki was offering a digital coupon that offered 25 units of Botox Injections for \$149.00, which was promoted as being a 50 percent discount. The digital coupon was also a time limited offer as it was only available for purchase for three days.

Dr. Cziraki agreed to stop advertising in this manner which avoided the hearing, in this case. By her agreement, she has paid the \$3,000 costs.