



GOVERNMENT OF PUERTO RICO

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Department of Health  
Office of Regulation and Certification of Healthcare Professionals  
Dental Board of Examiners of Puerto Rico

October 30, 2018

Dr. Jeffrey Sulitzer, DMD  
Lead Dentist at SmileDirectClub  
25 Avenida Luis Munoz Rivera  
San Juan PR 00901

Dr. Sulitzer,

This is in reference to an advertisement posted on social media by Smile Shop sponsored by SmileDirectClub. The offering includes a free 3D scan starting on October 31<sup>st</sup> 2018 at Paseo Caribe 25, Ave. Muñoz Rivera.

The advertisement published by the SmileDirectClub offers individuals who receive “...*treatment by using SmileDirectClub’s aligners...[are] ...the same level of care from a treating dentist or orthodontist as an individual visiting a traditional orthodontist or dentist for treatment.*”

It is further advertised that every customer is assigned a “*state-licensed dentist or orthodontist to oversee their case*” and that the “*doctors affiliated with SmileDirectClub are state-licensed orthodontists, or general dentists with orthodontic experience...*”

The practice of dentistry in Puerto Rico is specifically regulated by Law 75, August 8<sup>th</sup> 1925, as amended and the Rules and Regulations Number 6591 as approved by the Department of State on March 7, 2003.

The Law requires that all general dentists, dental surgeons, orthodontists, dental higienists, and dental assistants be certified and registered by the Dental Board of Examiners of Puerto Rico. It is illegal to provide diagnosis and/or dental treatment of any kind within the jurisdiction of Puerto Rico, without first obtaining a license



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**and** be registered with the Dental Board of Examiners of Puerto Rico. Each professional is assigned a licence number and in order to provide dental services must also be registered and be in good standing.

The Dental Board of Examiners of Puerto Rico is responsible for the certification of dental health professionals who provide any kind of service to our citizens.

Our inquiry at this time is regarding what kind of dental evaluation, activity and/or services the Smile Shop, SmileDirectClub or any of its subsidiaries or affiliates would be providing. We also inquire on the names and licence numbers of the dental health professions who would be participating in providing these services to the public.

Since this is an urgent matter related to the health of the citizens of Puerto Rico and since your advertise that you will offer services beginning on October 31<sup>st</sup> 2018, please provide the information requested on the names and licence numbers of the dental professionals who will provide services in Puerto Rico within the next 24 hours of receipt of this communication. This will of course, guarantee that you are providing dental services within the scope of the law and regulations, avoiding any legal procedures which might be initiated for non compliance.

The Dental Board of Examiner's responsibility is to evaluate whether or not the dental professionals are licenced in Puerto Rico to provide the services offered by Smile Shop sponsored by SmileDirectClub.

Cordially,

Miguel Alvarado-López

President

Dental Board of Examiners of Puerto Rico

Norma Torres-Delgado

Executive Director ORCHP