13. Advertising

6) No veterinary professional other than a specialist registered as such with the Council may claim or imply that he/she is a specialist or an expert in a particular field in any advertisement.

7) A veterinary professional may advertise that he/she has a particular interest in a certain species, provided that the advertisement indicates that the veterinary professional is a practitioner with such a particular interest.

8) Only a registered veterinary specialist may advertise that he/she has a special interest or expertise in a species, discipline, organ or procedure.