

Dr Saleh Al Daghreer and City Orthodontics Strengthen Advertising Compliance After Internal Review

Edmonton, Alberta Jan 21, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Dr Saleh Al Daghreer, orthodontist and owner of [City Orthodontics and Pediatric Dentistry](#) in Edmonton, announced the completion of enhanced advertising compliance measures following a regulatory review related to promotional materials. The actions were implemented across City Orthodontics to reinforce transparency, accuracy, and alignment with provincial standards.

The announcement follows a decision issued by the Alberta Dental Association and College in 2021 concerning advertising content. The matter related specifically to how education, credentials, and trade names were presented in promotional materials and did not involve patient care or clinical treatment.

Over the past several years, City Orthodontics has taken steps to strengthen internal review processes tied to advertising and public communication. Following a structured internal assessment, the clinic revised all promotional materials to ensure that qualifications, services, and branding are presented in a clear and verifiable manner consistent with regulatory guidance.

These changes included formal review protocols for marketing content, ongoing compliance checks, and updated staff training on advertising standards under the Health Professions Act. The goal was to reduce ambiguity, improve clarity for patients, and ensure public information meets professional expectations.

Regulatory oversight plays an important role in healthcare. Dentistry relies on public trust, and advertising standards exist to help patients make informed decisions. City Orthodontics has stated that the review process served as an opportunity to reinforce internal accountability and align communication practices with evolving professional guidance.

Dr Saleh Al Daghreer said,

“Healthcare professionals have a responsibility to communicate clearly and accurately with the public. The regulatory process highlighted areas where improvement was needed, and we addressed them fully. Our focus has always been patient care, and we remain committed to transparency and professional responsibility in every aspect of our practice.”

City Orthodontics continues to operate within provincial regulatory frameworks and maintains internal processes designed to support ethical communication, patient understanding, and long-term trust. The clinic has stated that advertising materials are now reviewed on a scheduled basis to ensure continued compliance with professional standards.

About City Orthodontics

City Orthodontics is an orthodontic practice based in Edmonton, Alberta, providing orthodontic care to children, adolescents, and adults. Led by [Dr Saleh Al Daghreer](#), the clinic operates within the regulatory standards of the Alberta Dental Association and College and focuses on structured treatment planning, patient education, and long-term oral health outcomes.

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