

21 NCAC 30 .0404 ADVERTISING

(a) Any advertisement of massage and bodywork therapy services in any advertising medium as defined herein shall include the licensee's name and license number, whether or not a trade name is used.

(b) Advertising medium shall be defined as any form of written, printed, broadcast or computer-based advertising, or other promotional materials, except a telephone directory listing for which no additional advertising charge is made.

(c) A business or establishment that employs or contracts with massage and bodywork therapists licensed by the Board may advertise on behalf of those licensees, by complying with the requirements of this Rule. As an alternative to the requirement of Paragraph (a) of this Rule, such business or establishment may indicate the listing of the service itself in advertising or other promotional materials, accompanied by the exact phrase: "Provided by North Carolina Licensed Massage and Bodywork Therapists." In this phrase, "North Carolina" may be abbreviated as "N.C."

*History Note: Authority G.S. 90-623(c); 90-626(9);
 Temporary Adoption Eff. February 15, 2000;
 Eff. April 1, 2001;
 Amended Eff. September 2, 2005;
 Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. November
 12, 2014.*