21 NCAC 10 .0302 ETHICS OF ADVERTISING AND PUBLICITY

Prohibited Advertising. The following shall constitute false or misleading advertising, which constitutes unethical conduct pursuant to G.S. 90-154.2:

(1) Advertising that purports to guarantee a beneficial result from chiropractic treatment.

(2) Advertising that promotes a treatment, therapy, or service that constitutes unethical conduct as defined by G.S. 90-154.2 or any rule promulgated by the Board pursuant to G.S. 90-154.3(b).

(3) Advertising in which the licentiate is identified as a specialist, unless the licentiate has complied with the requirements of 21 NCAC 10 .0304 and any reference to the specialty is immediately preceded by the term "chiropractic." Illustrations are as follows:

(a) "Pediatrics" standing alone is deemed false or misleading; "chiropractic pediatrics" conforms to this Rule; and

(b) "Neurologist" standing alone is deemed false or misleading; "chiropractic neurologist" conforms to this Rule.

(4) Advertising which would lead a reasonable person to believe the licensee holds any other licenses authorized under Chapter 90 of the North Carolina General Statutes when the licensee does not hold such license, including but not limited to a medical physician, physical therapist, massage therapist, or acupuncturist.

History Note: *Authority G.S. 90-142; 90-154.2;*
Eff. February 1, 1976;
Readopted Eff. January 27, 1978;
Amended Eff. January 1, 1983; May 8, 1979;
Legislative Objection Lodged Eff. January 31, 1983;
Curative Amended Eff. February 28, 1983;
Curative Amended Eff. March 2, 1983;
Amended Eff. November 1, 2007; December 1, 1988;
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. April 27, 2019;
Amended Eff. April 1, 2025; January 1, 2020;
Readopted Eff. April 1, 2026.