

**21 NCAC 10 .0302            ADVERTISING AND PUBLICITY**

(a) Methods of Professional Identification. Methods of professional identification that are compliant with G.S. 90-154.2(4) include:

- (1) Signs. Signs may be placed on exterior doors, windows or walls of the licentiate's office or at entrances to the building in which his office is located.
- (2) Stationery. A licentiate may identify himself on his stationery and mailing literature using the terms permitted by this Rule.

(b) Prohibited Advertising. The following shall constitute false or misleading advertising in violation of G.S. 90-154(b)(1):

- (1) Advertising that purports to guarantee a beneficial result from chiropractic treatment.
- (2) Advertising that promotes a treatment, therapy, or service that constitutes unacceptable care or the scope of practice as set forth in G.S. 90-143(a) and G.S. 90-151.
- (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 that implies the licensee holds an additional license(s) in North Carolina not so held, including but not limited to a medical physician, physical therapist, massage therapist, or acupuncturist.

*History Note: Authority G.S. 90-142; 90-154;  
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. January 1, 2020.*