

21 NCAC 10 .0302 is amended as published in 39 NCR 06 as follows:

21 NCAC 10 .0302 ETHICS OF 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.~~

~~(a)(b) Prohibited Advertising. The following shall constitute false or misleading advertising in violation of advertising, which constitutes unethical conduct pursuant to G.S. 90-154(b)(1)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 unacceptable care or ~~in~~ the scope of practice as set forth in G.S. 90-143(a) and G.S. 90-151 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 ~~that implies~~ which would lead a reasonable person to believe the licensee holds ~~an additional any other~~ license(s) ~~is~~ authorized under Chapter 90 of the North Carolina General Statutes ~~when the licensee does not hold such license~~ ~~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~~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. _____; *January 1, 2020.*