

ADVERTISING REQUIREMENTS FOR LICENSED MASSAGE AND BODYWORK THERAPY ESTABLISHMENTS

As specified in N.C.G.S. 90-632.12(b) and Rules .0404 and .1004(4)(c), there are two basic elements, which you are required to include in all advertising and promotion of your professional services. These two elements are:

1. The Name of the Establishment
2. Your North Carolina Establishment License Number

Below is an appropriate format:

Establishment Name
NC BMBT Establishment #

About Trade Names or Assumed Names:

If you are using any name other than the name on your license, you are using what's known as a TRADE NAME. North Carolina General Statute §66-68 requires you to register all assumed names with the Register of Deeds in the county in which you are doing business. You are also required by Rules .0402, .0403 and .1007 to send the Board a photocopy of all assumed name certificates you have filed with the Register of Deeds.

Business Advertising on Behalf of LMBTS; Group Advertising:

A business which employs or contracts with LMBTs may advertise massage and bodywork therapy services on their behalf - as long as the above requirements are met. That means the full name, North Carolina license number, and professional designation for all licensees working in such an establishment MUST appear in all advertisements and promotional materials.

As an Alternative:

The business may use the exact phrase: *"Services provided at North Carolina Licensed Massage and Bodywork Therapy Establishments"* if advertising on behalf of multiple establishments with the same name. Group advertisements or promotional materials, which include the services of more than one establishment of the same establishment name, may also use this alternative phrase.

Additional Notes:

You are allowed to identify and promote areas of clinical specialty, but this must be in addition to your primary identification as a licensed massage and bodywork therapy establishment.