



NORTH CAROLINA BOARD of MASSAGE AND BODYWORK THERAPY

www.bmbt.org

4140 ParkLake Avenue
Suite 100
Raleigh, NC 27612

ADVERTISING REQUIREMENTS FOR LICENSED MASSAGE AND BODYWORK THERAPISTS

As specified in Rule .0404, there are three basic elements, which you are required to include in all advertising and promotion of your professional services. These three elements are:

1. **Your First and Last Name** (You may use a nickname or initials for your first name, as long as the last name is consistent with your license)
2. Your Professional designation, using either the initials **LMBT**, or the full version - **Licensed Massage and Bodywork Therapist**
3. Your North Carolina **License Number - Use one of these formats:**

Alan R. Campbell
Licensed Massage and Bodywork Therapist (NC #395)

Diana Martinez, LMBT
NC License #2810

About Trade Names or Assumed Names:

If you are using any other name to promote your professional services other than the name on your license, you are using what's known as a TRADE NAME. Examples of this would be "Midtown Massage Therapy Center," or "Bob's Bodywork Studio." 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 Rule .0402 to send the Board a photocopy of all assumed name certificates you have filed with the Register of Deeds.

A Business Advertising on Your Behalf; Group Advertising:

A business which employs or contracts with a licensee 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 a facility MUST appear in all advertisements and promotional materials.

As an Alternative:

The business may use the exact phrase: "Services provided by North Carolina Licensed Massage and Bodywork Therapists" if the names and license numbers of each practitioner are not included. Group advertisements or promotional materials, which include the services of more than one licensee, may also use this alternative phrase.

Additional Notes:

You are allowed to identify and promote areas of clinical specialty in your practice, but this must be in addition to your primary identification as an LMBT.

You may **not** use any other letters or abbreviations after your name when promoting yourself as a licensee, except those credentials granted by: 1) accredited academic degree programs, 2) other occupational licensing boards, or 3) the National Certification Board.

Consistent with Rule .0502, you may offer and promote only those services you are qualified to perform. You are responsible for ensuring that you have achieved a professional level of knowledge and skill in every area of practice, which you promote to the public.

The abbreviation LMBT can be used with or without periods, at your discretion. Extra zeros in front of your North Carolina license number is not necessary. Use #693, rather than #00693.