

Policy Statement 1

Advertising

Policy

Advertisements must identify the massage therapist who is chiefly responsible for the practice and that the therapist is a member of the College of Massage Therapists of Newfoundland and Labrador.

Guidelines

Advertisements may contain the following:

- General information about the practice, such as its location, accessibility, hours of operation, address and telephone number,
- Identification of the educational qualifications of the staff,
- Information on the types of services available at the facility, and
- Membership with the Newfoundland and Labrador Massage Therapists' Association.

Advertisements may not contain the following:

- A testimonial by a client or former client or by a friend or relative of a client or former client,
- Claims or guarantees about treatment that cannot be verified,
- An endorsement of a product or line of products,
- Anything that is false or misleading,
- Any reference to discounts or free giveaways,
- Any sexual innuendo or language of a sexual nature,
- Any statements that discriminate on the basis of a protected status under human rights legislation, and
- Any wording that would imply that staff of the facility are members of the College when they are not.

Example:

Clinic name and address

Name of massage therapist and indication of College membership

Services offered

Clinic phone number and hours of operation

Wheelchair accessibility / free parking available