



## OSTEOPATHS REGISTRATION BOARD

### ADVERTISING REGULATIONS GUIDELINES

“Re: Osteopaths Regulation 2002 – Section 7

#### **7 Advertising**

A person must not advertise osteopathy services in a manner that:

- a) is false, misleading or deceptive; or
- b) creates an unjustified expectation of beneficial treatment or;
- c) promotes the unnecessary or inappropriate use of osteopathy services.”

*Maximum penalty: 10 Penalty Units.*

### **GUIDELINES**

**a)** Would include, but not be limited to:

Use of qualifications that the person does not hold.  
Use of the title “osteopath” where a person is not registered under the his Act.  
Advertising qualifications that do not relate to the practice of osteopathy.  
Advertising services that are not actually provided.  
Advertising free services that are not actually provided.  
Advertising that could bring the profession into disrepute.  
Where an osteopath or group of osteopaths are practising under a company or business name, invoices and/or business cards must clearly name the osteopath that is providing the osteopathic services.

**b)** Would include, but not be limited to:

Claiming or implying superiority of an osteopath or practice.  
Claiming to “cure” specific ailments.  
Offering warranty of satisfaction.

**c)** Would include, but not be limited to:

Promoting osteopathic treatment for conditions not amenable to said treatment.  
Advocating unreasonable frequency or quantity of treatments.

**d)** Would include but would not be limited to:

Denigration of another osteopath