

WAC 246-933-140 Prohibited publicity and advertising. A veterinarian shall not, on behalf of himself or herself, any partner, associate or other veterinarian affiliated with his or her office or clinic, use or allow to be used any form of public communication or advertising which:

- (1) Is false, fraudulent, deceptive or misleading;
- (2) Refers to secret methods of treatment;
- (3) Is not identified as a paid advertisement or solicitation;
- (4) States or implies that a veterinarian is a certified specialist unless the veterinarian is certified in such specialty by a board recognized by the American Veterinary Medical Association.

[Statutory Authority: RCW 18.92.030. WSR 91-24-098 (Order 221B), § 246-933-140, filed 12/4/91, effective 1/4/92; WSR 91-02-060 (Order 108B), recodified as § 246-933-140, filed 12/28/90, effective 1/31/91; WSR 80-09-106 (Order PL 351), § 308-150-060, filed 7/23/80.]