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PERMANENT ADMINISTRATIVE ORDER

OBNM 7-2026

CHAPTER 850

OREGON BOARD OF NATUROPATHIC MEDICINE

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ARCHIVES DIVISION SECRETARY OF STATE & LEGISLATIVE COUNSEL

FILING CAPTION: Advertising, marketing related to naturopathic medicine and licensee credentials

EFFECTIVE DATE: 06/22/2026

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ADOPT: 850-010-0390

RULE TITLE: Advertising, marketing related to naturopathic medicine and licensee credentials

NOTICE FILED DATE: 05/04/2026

RULE SUMMARY: Advertising, marketing related to naturopathic medicine and licensee credentials

RULE TEXT:

(1) Licensees may not advertise or market in a manner that promotes or publicizes misleading, deceptive or untruthful representations or statements related to naturopathic medicine.

(2) Licensees may not advertise or market in a manner that promotes or publicizes, misleading, deceptive or untruthful representations or statements related to licensee's naturopathic services

(3) Licensees may not advertise or market in a manner that promotes or publicizes licensee's credentials, or ability to cure or treat conditions of sickness, disease or injury licensee knows, or reasonably should know with due diligence are deceptive or untruthful.

STATUTORY/OTHER AUTHORITY: ORS 685

STATUTES/OTHER IMPLEMENTED: ORS 685.110