

## **NOTICE OF PROPOSED RULEMAKING**

CHAPTER 850

OREGON BOARD OF NATUROPATHIC MEDICINE

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

LAST DAY AND TIME TO OFFER COMMENT TO AGENCY: 06/21/2026 8:00 AM

### **NEED FOR THE RULE(S):**

Clarify and move rule related to advertising, marketing related to naturopathic medicine and licensee credentials from discipline section to general section

### **DOCUMENTS RELIED UPON, AND WHERE THEY ARE AVAILABLE:**

Public Board meeting minutes and video on the Board website

### **STATEMENT IDENTIFYING HOW ADOPTION OF RULE(S) WILL AFFECT RACIAL EQUITY IN THIS STATE:**

This rule will not affect racial equity in this state

### **FISCAL AND ECONOMIC IMPACT:**

There is no fiscal or economic impact

### **COST OF COMPLIANCE:**

(1) Identify any state agencies, units of local government, and members of the public likely to be economically affected by the rule(s). (2) Effect on Small Businesses: (a) Estimate the number and type of small businesses subject to the rule(s); (b) Describe the expected reporting, recordkeeping and administrative activities and cost required to comply with the rule(s); (c) Estimate the cost of professional services, equipment supplies, labor and increased administration required to comply with the rule(s).

There is no cost of compliance for moving the rule from the discipline to the general section

### **DESCRIBE HOW SMALL BUSINESSES WERE INVOLVED IN THE DEVELOPMENT OF THESE RULE(S):**

Public notice of public Board meeting when moving the rule was discussed

WAS AN ADMINISTRATIVE RULE ADVISORY COMMITTEE CONSULTED? NO IF NOT, WHY NOT? Public notice of public Board meeting when moving the rule was discussed

### **CONTACT:**

Mary-Beth Baptista

503-799-8752

marybeth.baptista@obnm.oregon.gov

800 NE Oregon Street, Ste 407

Portland, OR 97232

ADOPT: 850-010-0390

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

RULE SUMMARY: Clarify and move rule related to advertising, marketing related to naturopathic medicine and licensee credentials from discipline section to general section

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

