

EXAMPLE ACCEPTABLE ADVERTISING CONTENT - LICENSEES

The following represent examples of acceptable advertising content for fully licensed individuals. Other formats and content that meet all of the requirements of Business and Professions Code (BPC) [section 651](#), and [Title 16, section 1811 of the California Code of Regulations](#) are also acceptable. See the Board's Advertising Fact Sheet and FAQs for more information.

MINIMUM ACCEPTABLE EXAMPLES

Kyung-soon Min, LMFT

Licensed Marriage and Family Therapist

License Number 999999

Rafael J. Greene, LEP

LEP # 99999

Amal M. Farase

Licensed Clinical Social Worker No. 999999

Kimber Anne Aurelias

Licensed Professional Clinical Counselor

LPCC 999999

Jackson Clarke

LMFT, License #999999

ACCEPTABLE EXAMPLES:

**Nickname or Former Legal Name Options and
Other Examples of Allowable Content**

Ky Min, Psy.D., LMFT

(Kyung-soon Min)

Specializing in Grief & Loss

Company ABC

License No. 999999

**Rafael “Rafa” Greene, MA, Ed.D.,
Educational Therapist**

License Number LEP 99999

Company ABC

Amal M. Sharma (Farase), MSW

License No. LCSW 999999

Company ABC

Providing psychotherapy since 2010

Kim L. Aurelias, MS, LPCC

Company ABC

Psychotherapy Services

Aka Kimber Aurelias, LPCC 999999

EXAMPLES OF UNACCEPTABLE ADVERTISING CONTENT - LICENSEES

The following examples should not be construed as providing ALL possible examples of unacceptable advertising content. Be sure to carefully follow the Board's Advertising Fact Sheet and FAQs and examples of acceptable content, as well as your profession's code of ethics.

✗ Unacceptable Example

Kyung-soon Min

Licensed Marriage and Family Therapist

Company ABC

Curing Depression Through Psychology

● What's Incorrect?

- Omits the license number.
- “Curing” cannot be guaranteed as therapy doesn't always work for everyone. This could be considered misleading.
- “Psychology” is a protected term and may only be used by Licensed Psychologists. The term “psychotherapy” is allowed instead.

✗ Unacceptable Example

Rafael Greene, LEP

Licensed Psychologist

LEP 99999

Student Success Guaranteed!

● What's Incorrect?

- “Licensed Psychologist” is misleading as it implies licensure by the Board of Psychology.
- “Student Success Guaranteed” is not allowed as it is likely to create false or unjustified expectations of favorable results.

✗ Unacceptable Example

Amal M.

Licensed Clinical Social Worker

License Number 999999

Avoid Medications—Book Your Therapy Appointment Today!

● What's Incorrect?

- Omits the licensee's last name, which is required (unless the licensee's legal name does not contain a last name).
- Suggesting the avoidance of medications can create harm.

✘ Unacceptable Example

Jackson Clarke, Family Therapist

Parenting and Family Solutions, Inc.

Professional License #999999

● What's Incorrect?

Omits the full license title or an acceptable abbreviation of the license type (either needs to include "LMFT" or "Licensed Marriage and Family Therapist").

**✘ Unacceptable Example:
USE OF NICKNAME**

Ky Min, LMFT

Psychotherapist

Company ABC

License No. LMFT 999999

● What's Incorrect?

Licensee used a nickname but failed to also include their first name as filed with the Board.

Use of a nickname is only permitted if the licensee's full name on file with the Board is also included.

**✘ Unacceptable Example:
USE OF FORMER LEGAL NAME**

Rafael Gonzalez, MA, LEP

License Number LEP 99999

Company ABC

● What's Incorrect?

Licensee used a former legal last name of "Gonzalez" but failed to also include their last name as currently filed with the Board which is "Greene".

Use of a former legal last name is only permitted if the licensee's full name on file with the Board is also included.