

## 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.