**Section 682.510 Advertising or Promotion**

a) Licensed hearing instrument dispensers/audiologists who possess a doctor's degree or possess any degree or title that contains the word "doctor" shall indicate, in any advertisement regarding their qualifications, the abbreviation for that degree or title and the area of study for which the degree or title "doctor" was given.

b) Licensed hearing instrument dispensers/audiologists advertising in the State of Illinois relative to hearing instruments shall indicate a company name, permanent business address (place of business), and telephone number in the advertisement.

c) Advertising a price for a "used" or "reconditioned" hearing instrument without indicating that the advertised price is for a "used" or "reconditioned" hearing instrument is prohibited.

(Source: Amended at 35 Ill. Reg. 10312, effective June 17, 2011)