

ASSEMBLY, No. 456

STATE OF NEW JERSEY
215th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2012 SESSION

Sponsored by:

Assemblywoman MARY PAT ANGELINI

District 11 (Monmouth)

SYNOPSIS

Regulates massage therapy advertising.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel



1 AN ACT concerning massage therapy advertising and amending and
2 supplementing P.L.2007, c.337.

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4 **BE IT ENACTED** by the Senate and General Assembly of the State
5 of New Jersey:

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7 1. Section 21 of P.L.2007, c.337 (C.45:11-76) is amended to
8 read as follows:

9 21. a. No employer shall engage in or advertise or hold itself
10 out as offering massage and bodywork therapies unless the
11 employer is registered with the board and includes the employer's
12 registration number and the telephone number for the NJ Human
13 Trafficking Hotline in any advertisement, including, but not limited
14 to, those in print and other forms of media.

15 b. A written application for registration shall be made to the
16 board on the form prescribed by the board and shall contain the
17 following information:

18 (1) The name and residence of the owner or operator of the entity
19 providing massage and bodywork therapies;

20 (2) The municipality and location of the owner or operator's
21 primary place of business and the locations of all other branches of
22 business; and

23 (3) Any other biographical information of the applicant as
24 required by the board.

25 c. Each applicant for registration and each registrant pursuant
26 to the provisions of this section shall pay to the board a fee for the
27 issuance of a two-year registration in the amount established by the
28 board in accordance with the provisions of P.L.1974, c.46 (C.45:1-
29 3.1 et seq.).

30 (cf: P.L.2007, c.337, s.21)

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32 2. (New section) a. No person shall advertise or hold himself
33 out as offering massage and bodywork therapies unless that person
34 includes his license number and the telephone number for the NJ
35 Human Trafficking Hotline in any advertisement, including, but not
36 limited to, those in print and other forms of media.

37 b. No advertisement for a person or place offering massage and
38 bodywork therapies shall include anything, including, but not
39 limited to, words, phrases, artwork, or sounds, which is suggestive
40 of a sexual encounter.

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42 3. This act shall take effect on the first day of the seventh
43 month following enactment.

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

STATEMENT

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This bill would regulate advertisements for massage and bodywork therapies. Under the bill, anything suggestive of a sexual encounter would be prohibited from being included in advertisements for a person or place offering massage and bodywork therapies. In addition, advertisements would have to include the telephone number for the NJ Human Trafficking Hotline and the employer's registration number or therapist's license number.