**Section 200.301 Statements of Profitability**

No advertising in connection with the offer or sale of franchises shall contain the statement that the purchase of a franchise is a safe investment, is free from risk of loss or failure, or assures earnings or profit. The text of the advertisement may employ words such as "success", "profits", or "profit potential" so long as such terms are reasonably qualified.

(Source: Amended at 23 Ill. Reg. 11561, effective September 7, 1999)