**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION F Guideline to Section 2010.50(b)**

This Section prohibits the use of incomplete statements and words or phrases which have the tendency or capacity to mislead or deceive because of the reader's unfamiliarity with insurance terminology. Therefore, words, phrases and illustrations used in an advertisement must be clear and unambiguous. If the advertisement uses insurance terminology, sufficient description of a word, phrase or illustration shall be provided by definition or description in the context of the advertisement. As implied in Illustration E, distinctly different levels of comprehension of the subscribers of various publications may be anticipated.