**Section 1320.110 Advertising**

a) The name of the licensed optometrist shall be conspicuously displayed at the entrance of each office or store where eyecare and eyewear services are offered. In an establishment where other services or goods are offered in addition to eyecare and eyewear, the name of the optometrist shall be conspicuously displayed at the entrance of the eyecare and eyewear section.

b) All advertising of optometric services, including, but not limited to, the advertising of optometric examinations in connection with the advertising of optical goods, shall contain the statement that all optometric services are performed by a licensed optometrist.

c) Only licensed optometrists are permitted to advertise or imply that they are authorized to measure the power of vision.

d) Only licensed optometrists are permitted to advertise or imply the provision of diagnosis and treatment of eye disease or emergency ocular services.

e) Nothing in this Section shall prohibit any person licensed in this State under any other Act from advertising services for which he/she is licensed to provide.

(Source: Amended at 31 Ill. Reg. 4339, effective March 5, 2007)