

# 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



A456 ANGELINI

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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.