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**POLICY ON ADVERTISING OF INDIVIDUAL BUSINESSES
LOCATED WITHIN A SHOP**

The Board of Registration of Cosmetology and Barbering ("Board") issues this Policy to complement the Board's current regulations.

INTRODUCTION

As part of its new regulations effective June 1, 2019, the Board repealed the license requirements for a rented chair or booth and the shop in which the booth was located. However, under the new regulations, when a cosmetologist or barber rents a chair but advertises their services or business under a name that is different from the shop where they are located, there is a lack of sufficient identifying information for their business. This Policy addresses that issue.

POLICY

A practitioner who operates a business or offers services under a name that is different from the name of the shop in which they are located must include the shop's name in all advertisements or promotions of their business or services. This requirement applies to all advertisement or promotion in print, radio, television, and all electronic and social media.

Questions regarding this Policy should be directed to the Board at cosmetologyandbarberingboard@mass.gov or 617-701-8792.

