

SENATE BILL 492

J2

6lr2061
CF HB 975

By: **Senator Beidle**

Introduced and read first time: February 2, 2026

Assigned to: Finance

Committee Report: Favorable with amendments

Senate action: Adopted

Read second time: February 25, 2026

CHAPTER _____

1 AN ACT concerning

2 **Health Occupations – Massage Therapy – Advertising**

3 FOR the purpose of prohibiting licensed massage therapists, registered massage
4 practitioners, and third parties directed by licensed massage therapists or registered
5 massage practitioners from placing, publishing, or distributing certain
6 advertisements; requiring certain advertisements for massage therapy to include
7 certain information; and generally relating to massage therapy advertising.

8 BY repealing and reenacting, without amendments,

9 Article – Health Occupations

10 Section 6–308(a)(11)

11 Annotated Code of Maryland

12 (2021 Replacement Volume and 2025 Supplement)

13 BY repealing and reenacting, with amendments,

14 Article – Health Occupations

15 Section 6–401

16 Annotated Code of Maryland

17 (2021 Replacement Volume and 2025 Supplement)

18 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,

19 That the Laws of Maryland read as follows:

20 **Article – Health Occupations**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



1 6-308.

2 (a) Subject to the hearing provisions of § 6-309 of this subtitle, the Board may
3 deny a license or registration to an applicant, reprimand a licensee or registration holder,
4 place any licensee or registration holder on probation, or suspend or revoke the license of a
5 licensee or the registration of a registration holder if the applicant, licensee, or registration
6 holder:

7 (11) Has violated any provision of this title;

8 6-401.

9 (a) The Board shall adopt regulations to [establish]:

10 (1) ESTABLISH standards for advertising or soliciting by licensed massage
11 therapists or registered massage practitioners;

12 (2) DEFINE SPECIFIC LANGUAGE AND CONTENT PROHIBITED UNDER
13 THIS SECTION; AND

14 (3) ESTABLISH PROCEDURES FOR REPORTING VIOLATIONS OF THIS
15 SECTION BY A LICENSED MASSAGE THERAPIST, REGISTERED MASSAGE
16 PRACTITIONER, OR MEMBER OF THE PUBLIC.

17 (b) For purposes of this section, the mailing of notices to patients to inform them
18 of times for periodic appointments is not advertising or soliciting.

19 (c) ~~(1) EXCEPT AS PROVIDED IN PARAGRAPH (2) OF THIS SUBSECTION,~~
20 ~~AN ADVERTISEMENT FOR MASSAGE THERAPY SERVICES SHALL INCLUDE THE FULL~~
21 ~~NAME, AS STATED ON THE LICENSE OR REGISTRATION APPLICATION SUBMITTED TO~~
22 ~~THE BOARD, AND LICENSE NUMBER OR REGISTRATION NUMBER OF THE LICENSED~~
23 ~~MASSAGE THERAPIST OR REGISTERED MASSAGE PRACTITIONER PROVIDING THE~~
24 ~~MASSAGE THERAPY SERVICES ADVERTISED.~~

25 ~~(2) AN ADVERTISEMENT FOR MASSAGE THERAPY SERVICES PLACED,~~
26 ~~PUBLISHED, OR DISTRIBUTED BY A BUSINESS THAT EMPLOYS OR CONTRACTS WITH~~
27 ~~MULTIPLE LICENSED MASSAGE THERAPISTS OR REGISTERED MASSAGE~~
28 ~~PRACTITIONERS IS NOT REQUIRED TO INCLUDE THE NAMES AND LICENSE OR~~
29 ~~REGISTRATION NUMBERS OF EACH LICENSED MASSAGE THERAPIST OR REGISTERED~~
30 ~~MASSAGE PRACTITIONER EMPLOYED OR CONTRACTED WITH~~ IF AN ADVERTISEMENT
31 FOR MASSAGE THERAPY SERVICES LISTS THE NAME OF A LICENSED MASSAGE
32 THERAPIST OR A REGISTERED MASSAGE PRACTITIONER, THE NAME DISPLAYED ON
33 THE ADVERTISEMENT MUST BE CONSISTENT WITH THE NAME OF THE INDIVIDUAL
34 THAT IS ON THE LICENSE OR REGISTRATION ISSUED BY THE BOARD.

1 **[(c)] (D) [A] SUBJECT TO SUBSECTION (C) OF THIS SECTION, A** licensed
2 massage therapist or registered massage practitioner may use a trade name in connection
3 with the practice of massage therapy provided that:

4 (1) The use of the trade name is not deceptive or misleading;

5 (2) The advertisement in which the trade name appears includes the name
6 of the licensed massage therapist or registered massage practitioner or the name of the
7 business entity providing the massage therapy services being advertised, as long as the
8 advertisement includes the name of a licensed massage therapist or registered massage
9 practitioner;

10 (3) The name of the licensed massage therapist or registered massage
11 practitioner providing massage therapy services appears on the billing invoices, stationery,
12 and any receipt given to a patient; and

13 (4) Treatment records are maintained that clearly identify the licensed
14 massage therapist or registered massage practitioner who has performed the massage
15 therapy service for the patient.

16 **(E) (1) A LICENSED MASSAGE THERAPIST, REGISTERED MASSAGE**
17 **PRACTITIONER, OR A THIRD PARTY ACTING ON BEHALF OF A LICENSED MASSAGE**
18 **THERAPIST OR REGISTERED MASSAGE PRACTITIONER MAY NOT PLACE, PUBLISH, OR**
19 **DISTRIBUTE, OR CAUSE TO BE PLACED, PUBLISHED, OR DISTRIBUTED, AN**
20 **ADVERTISEMENT FOR MASSAGE THERAPY SERVICES:**

21 **(I) THAT STATES PROSTITUTION SERVICES, ESCORT SERVICES,**
22 **OR SEXUAL SERVICES ARE AVAILABLE;**

23 **(II) ON A WEBSITE KNOWN FOR ADVERTISING PROSTITUTION**
24 **SERVICES, ESCORT SERVICES, OR SEXUAL SERVICES; OR**

25 **(III) THAT INDICATES OR IMPLIES, THROUGH LANGUAGE OR**
26 **OTHER CONTENT, THAT SEXUAL ACTIVITY IS PART OF THE MASSAGE THERAPY**
27 **SERVICE.**

28 **(2) FOR AN ONLINE ADVERTISEMENT, EACH DAY ON WHICH AN**
29 **ADVERTISEMENT THAT VIOLATES PARAGRAPH (1) OF THIS SUBSECTION IS VISIBLE**
30 **TO THE PUBLIC CONSTITUTES A SEPARATE VIOLATION OF THIS SECTION.**

31 **(3) FAILURE TO REMOVE A PHYSICAL SIGN OR BILLBOARD PLACED IN**
32 **PUBLIC VIEW THAT VIOLATES PARAGRAPH (1) OF THIS SUBSECTION CONSTITUTES A**
33 **VIOLATION OF THIS SECTION.**

1 ~~(F) ALL ADVERTISEMENTS FOR LICENSED MASSAGE THERAPISTS OR~~
 2 ~~REGISTERED MASSAGE PRACTITIONERS SHALL INCLUDE THE FULL NAME AS~~
 3 ~~LICENSED AND LICENSE NUMBER OF THE LICENSED MASSAGE THERAPIST OR~~
 4 ~~REGISTERED MASSAGE PRACTITIONER PROVIDING THE ADVERTISED MASSAGE~~
 5 ~~THERAPY SERVICES.~~

6 SECTION 2. AND BE IT FURTHER ENACTED, That if, on the effective date of this
 7 Act, a physical sign or billboard that is in violation of § 6-401(e)(1) of the Health
 8 Occupations Article, as enacted by Section 1 of this Act, remains visible to the public, the
 9 licensed massage therapist, registered massage practitioner, or third party acting on behalf
 10 of a licensed massage therapist or registered massage practitioner that placed or caused
 11 the physical sign or billboard to be placed shall remove the physical sign or billboard or
 12 cause the physical sign or billboard to be removed before May 1, 2027.

13 ~~SECTION 2.~~ 3. AND BE IT FURTHER ENACTED, That this Act shall take effect
 14 October 1, 2026.

Approved:

Governor.

President of the Senate.

Speaker of the House of Delegates.