

**Guidance on Board Response to Violations
of Use of O.D. and Optometrist in Advertising**

**Excerpts from Minutes of Board meeting of February 7, 1997
Reaffirmed July 15, 2010**

The Board voted unanimously that advertisement placed in the **Optometry** section of the yellow pages do not require an O.D. or Optometrist designation unless advertising under a professional designation.