

**PUBLIC HEALTH CODE (EXCERPT)**  
**Act 368 of 1978**

**333.17414 Permissible conduct; untruthful, misleading, or deceptive statements in advertisement or notice prohibited.**

Sec. 17414.

(1) This part does not prohibit:

(a) An optician from the adjusting, replacing, repairing, or reproducing of previously prepared eyeglasses or any part thereof.

(b) An unlicensed person from selling eyeglasses on prescription from an optometrist or physician.

(c) A person who does not hold himself or herself out as being a licensee under this part from selling eyeglasses as an article of merchandise.

(2) It shall be unlawful for any person licensed under this part, or any individual, firm or corporation engaged in the sale of merchandise of any description who maintains or operates, or who allows to be maintained or operated in connection with said merchandise business, an optometric department, or who rents or subleases to any person or persons for the purpose of engaging in the practice of optometry therein, any part of premises in which such person, persons, firm or corporation is engaged in mercantile business, to publish or circulate, or print or cause to be printed, by any means whatsoever, any advertisement or notice in which said advertisement or notice appears, any untruthful or misleading statement, or anything calculated or intended to mislead or deceive the public or any individual.

**History:** 1978, Act 368, Eff. Sept. 30, 1978

**Popular Name:** Act 368