

**FILED**

**OCTOBER 9, 1985**

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ATTORNEY GENERAL OF NEW JERSEY

**NEW JERSEY STATE BOARD  
OF MEDICAL EXAMINERS**

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STATE OF NEW JERSEY  
DEPARTMENT OF LAW & PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF MEDICAL EXAMINERS

In the Matter of the )  
Advertising Practices )  
of: )  
LISA PLAKAS, D.C. )  
)

FINAL ORDER

This matter was opened to the Board upon an appearance by Dr. Plakas before the Executive Committee on June 19, 1985 to discuss an advertisement which she had placed on one occasion in a group of small free newspapers, commonly known as "shoppers" in the Pascack Valley area, which advertisement contained allegedly misleading and unsubstantiated statements about spinal problems in newly born and young children. Dr. Plakas was represented by Anthony F. LaBue, Esq.

The advertisement in question, took the form of an advice column and contained such statements as:

. A recent study revealed that over 90% of children under the age of two who were checked by chiropractors had vertebra misalignments which interfered with their nervous system.

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- . There have actually been cases of decapitation during deliveries.
- . Dr. Towbin, who is researching crib death (Sudden Infant Death Syndrome) has found in the majority of infants autopsied, severed spinal cords. In other words, the vertebra was "twisted" into the cord.

Asked to substantiate these statements, Dr. Plakas produced a brochure entitled "Family Chiropractic Care," copyright 1976 by Sherman College of Straight Chiropractic. This brochure appeared to be the basis for most of her advertisement. She also produced two journal articles and a number of letters from area chiropractors addressing the prevalence of "subluxations" in young children. None of the letters connect this condition with interference with the nervous system, however. Dr. Plakas stated that it was not her intention to mislead or frighten the public, but only to disseminate information which she believed in. She stated that the ad in question has not been rerun.

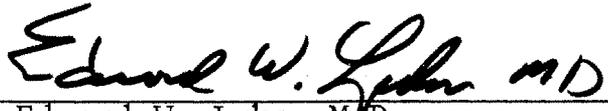
The Board has reviewed the material presented and finds that the advertisement prepared by Dr. Plakas had the ability to mislead or frighten the public by exaggerating the risk of severe injury in young children (N.J.A.C. 13:35-6.10(c)). The statements in the ad are not adequately documented by scientific research. Where the health of children is involved, parents are vulnerable to emotional forces which should not be played upon by health professionals seeking patients. The Board is convinced, however, that Dr. Plakas had no venal motive in her actions and is impressed by her intention to follow the provisions of the advertising rule in the future.

Therefore and for good cause shown, it is on this  
26<sup>th</sup> day of September, 1985 hereby Ordered that:

1. Lisa Plakas, D.C. cease and desist from advertising chiropractic services in a deceptive or misleading way, particularly by making broad and unfounded statements about health dangers to the spines of young children.

2. Dr. Plakas is hereby reprimanded for violation of the Board's advertising rule N.J.A.C. 13:35-6.10.

STATE BOARD OF MEDICAL EXAMINERS



Edward W. Luka, M.D.  
President

Accepted as to form  
and entry.



Lisa Plakas, D.C.

Anthony F. LaBue, Esq.  
Attorney for Dr. Plakas