

**Kansas Administrative Regulations  
Agency 40. Insurance Department  
Article 9. Advertising**

**K.A.R. 40-9-23. Insurance companies; advertising; senior-specific certifications and professional designations.**

The Kansas insurance department's "policy and procedure for use of senior-specific certifications and professional designations in the sale of life insurance annuities," dated August 25, 2010, is hereby adopted by reference. (Authorized by K.S.A. 40-103 and K.S.A. 40-2404a; implementing K.S.A. 2009 Supp. 40-2404; effective January 14, 2011.)