§ 4666. Advertisements. No person, partnership, corporation, company, trust or association, or any agent or employee thereof, shall publish or cause to be published, circulated, or disseminated any financial statement, pamphlet, circular, form letter, advertisement, or other sales literature or advertising communication addressed or intended for distribution to prospective residents of fee-for-service continuing care retirement communities that contains statements or illustrations that are untrue, deceptive, misleading, or omit material facts or omit any other information required by regulations appropriate to a fee-for-service continuing care retirement community.