

Deceptive Fad Weight Loss Claims Twitter Chat

On January 8, 2014, FTC staff participated in a Twitter chat following the [FTC's sweep on deceptive fad weight loss claims](#). Hashtag for the event was #AskFTC, and we tweeted from our @FTC account.

Note: Tweets in their original order (they're reversed here for ease of reading), and without handles redacted remain publicly available on Twitter at www.twitter.com/FTC.

Tweets

Staff takes your Qs live today at 12:30pm ET about our deceptive weight-loss claims sweep & new biz guidance: <http://go.usa.gov/Zp8j> #AskFTC

We'll start our Twitter Chat soon about our sweep against deceptive weight-loss claims: <http://go.usa.gov/Zp8j> Ask us Qs! Use #AskFTC

Hi all, I'm Mary Engle. I lead the FTC's advertising program. I'm looking forward to your questions! #AskFTC

As a reminder, you can review our press release on the sweep against Sensa & others here: <http://go.usa.gov/ZVnR> #AskFTC

If you have any questions for me right now, please ask away. Use #AskFTC. Thanks!

Check out our teaser site illustrating typical misleading weight loss claims: <http://bit.ly/1htHpa1> #AskFTC

Our main msg in these cases: Don't believe ads claiming fast and easy weight loss. #AskFTC

Q1 RT [REDACTED] #AskFTC C How do consumers know the difference between verifiable claims and bogus ones?

A1 Bogus claims are likely to promise shortcuts or losing weight without dieting or exercise. More tips: <http://go.usa.gov/ZdD9> #AskFTC

Q2 RT [REDACTED] Will consumers that have ordered from Sensa in the past year or two be contacted regarding a reimbursement? #AskFTC

A2 The FTC will post public information at a later date on how consumers can file a claim for a refund. #AskFTC

Q3 RT [REDACTED] Will the FTC investigate into any other companies that advertise weight loss products? #AskFTC

A3 Yes. We've brought 100s of cases in past and will continue to investigate other claims in the future. #AskFTC

Q4 MT [REDACTED] What led FTC to update its media guide on weight loss claims, & how does new guide differ from old guide? Thanks! #AskFTC

A4 After 10 yrs, it was time for refresh! Plus, we added tips on testimonials & online tutorial. #AskFTC

Q5 MT [REDACTED] Outside 3 biz busted for deceptive marketing for fad diets. Where can public go for additional general info? #AskFTC

A5 The FTC provides a variety of resources for consumers regarding weight loss & fitness:
<http://go.usa.gov/ZdBP> #AskFTC

Q6 MT [REDACTED] Do FTC sweeps like these mean we can look for FTC (or FDA) actions against other kinds of dietary supplement biz? #AskFTC

A6 Yes. FTC also announced case against GeneLink - biz advertised customized supplements to treat diseases:
<http://go.usa.gov/ZdKW> #AskFTC

Great questions so far! Keep them coming. I'm here until 1:30pm ET. #AskFTC

Q7 RT [REDACTED] What reference materials would recommend for guidance on avoiding deceptive advertising? #AskFTC

A7 Deceptive ads can span many markets. FTC resources on health, fitness, loans, energy, mortgages & more:
<http://consumer.ftc.gov> #AskFTC

Thanks for the questions! That's all the time I have today. #AskFTC