



Office of Commissioner
Alvaro Martin Bedoya

UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

**Statement of Commissioner Alvaro Martín Bedoya
Regarding the Request for Public Comment on Amendments to the Endorsement Guides
Commission File No. P204500**

**Federal Trade Commission Open Meeting
May 19, 2022**

Thank you, Chair Khan, for your remarks and for putting this important work on the public meeting docket.

I am pleased to vote for the agency's call for comments on the Endorsement Guides amendments and look forward to hearing from all stakeholders on these proposed changes. I'll be particularly interested in the FTC's follow-on work and public comments on young children's unique vulnerability to advertising.¹

¹ I want to thank Amber Lee for such a clear and helpful presentation. And, thanks to the team for their really great work, including Michael Ostheimer, Michael Atleson, Rich Cleland, and Serena Viswanathan in DAP; Rosario Mendez and June Chang in DCBE; and Shiva Koochi in BE. Thanks also to Patty Hsue and Joannie Wei from the BCP Director's office, and Marie Choi and Josephine Liu in OGC for all their excellent work.