



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Farrah Abraham
c/o Avonte Campinha-Bacote, Esq.
Campinha Bacote LLC
1176 Crespi Drive
Pacifica, California 94044

Dear Ms. Abraham:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Teespring products. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. In a post that appears to show you having a treatment performed on your thigh, you wrote, “Summer got me like ••💙 love my secret @beverlyhillsrejuvenationlv @cdanison #rejuvenate #summer.” This post endorsing Beverly Hills Rejuvenation Center does not disclose whether you have material connection with the business.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the Beverly Hills Rejuvenation Center. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



farrah_abraham

Follow

farrah_abraham Summer got me like 🍷💎
love my secret @beverlyhillsrejuvenationlv
@cdanisan #rejuvenate #summer ☐☐☐☐
☐☐

load more comments

janeKelly8956 Stupid

allupinmybizznez Cut your head odd. That will fix your whole body.

bootleg_barbie_ @hugyourhaters lolol I'm 46 and my mom can still ground me!!! That's the difference of respect. I try so hard to find some thing to like. She is ambitious but is it a good ambition?

rachaelmoniz Does that hurt??

kelsjohnston Or why don't you just workout... I swear people will do anything to look good other than actually workout and eat right. Which costs way less than



424,513 views

MAY 26

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Mr. Aliaume Damala Badara Akon Thiam
c/o Mr. Jeff Epstein
Universal Attractions
15 West 36th Street, 8th Floor
New York, New York 10018

Dear Mr. Thiam:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Beluga brand vodka. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Two of your other Instagram posts, attached to this letter, have recently come to our attention. In both posts you are wearing a watch that you tagged as “ratelgeneve.” The FTC staff believes that tagging a brand is an endorsement of the brand. Accordingly, if you have a material connection with the marketer of the tagged brand, then your posts should disclose that connection. Neither post discloses whether you have a material connection with the marketer.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Ratel Geneve watches. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



akon

Follow

akon Smile!!! Life is beautiful □□□□

load more comments

sndy_rava 🐱🐱🐱

exoticbarbie305 Luv u boo

gandashiple ♡♡

alexander_asiedu Hi big man

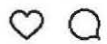
kamaliivanofficial nice smile @akon

bonniesexyy 😍😍😍😍

queens_are_the_best_ You have a nice smile

👑 a chinedu □□□

ratelgeneve



35,791 likes

MAY 13

Log in to like or comment.





rateIgeneve



akon
Los Angeles, California

Follow

akon Thinking about you.....

load more comments

carlyhammond98 HAHAAHHAHAHA
WOULD YOU QUIT YOU ACTUALLY
FOLLOW HIM @madisongreene_

madisongreene_ @carlyhammond98 how
could i not that's my boy

african_swagger_boy_promoters Nice pic

marianeidecalixto0 Michael Calixto

bonniesexxy 😍😍😍😍

emidiopompilio Meu mano .

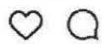
elisiodanielmatola Good pic

queens_are_the_best_ Think about you
Akon

centhia_love_akon My sexy baby

usmanbau64 Tear of your eye is most

Amazed Akon really is a beautiful man with a



36,889 likes

MAY 17

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Amber Rose
c/o Walter Mosley, Jr., Esq.
J. Walter Michael & Associates
4400 Coldwater Canyon Avenue, Suite 315
Studio City, CA 91604

Dear Ms. Rose:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Fred and Far. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Four of your other Instagram posts, attached to this letter, have recently come to our attention. In one post showing you wearing a dress, you wrote, “I Love this Dress from @fashionnova! 😍😍😍😍😍😍😍😍😍😍😍😍😍.” Another post shows your son playing tennis and reads, “Pumpkin in @childsplayclothing 🍎.” Neither post discloses whether you have a material connection with the marketer endorsed in the post.

In another post, you are wearing sunglasses and you wrote, “Thank you for having me @eyechic_philly! Check out the website in their bio If you love sunglasses as much as I do 😍.” A fourth post shows you with a man in medical scrubs and you wrote, “Thank you @drjasondiamond for being Amazing and keeping these lines off of my face 🙏🙏 #botox 😍 and your new skincare line #TheDiamondEffect is beyond 🔥🍎.” As my earlier letter explained, a simple “thank you” is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand “thank you” simply to mean that you are a satisfied customer.

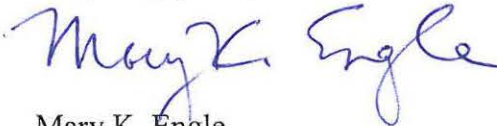
Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the brands or businesses that you endorsed in these posts: Fashion Nova, Childsplay Clothing, Eyechic, Dr. Jason Diamond, and Diamond Skin Therapy. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands

Ms. Amber Rose
September 6, 2017
Page 2

and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,



Mary K. Engle
Associate Director
Division of Advertising Practices



amberrose

Follow

amberrose I Love this Dress from @fashionnova! 😍😍😍😍😍😍😍😍😍😍

load more comments

this_is_a_username Since when were trash bags fashion?

kingxbrooklyn I love it to 🍷🍷🍷🍷🍷🍷

stui_e_r Mad rack

lukas_veshaj m d 24cm

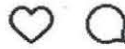
omidnabavi_ 🍷🍷🍷🍷🍷 L love hot girls 🍷🍷🍷🍷

vitofrnd @luisavintedois

marcgismondii @jasonbousaab k those glasses make you look reared

_poppi Whores like you killing our future everybody think this type of stuff is cool

tru.nation This ugly ass bitch look like the old lady in monsters inc



289,235 likes

MAY 19

Log in to like or comment.





amberrose

Follow

amberrose Pumpkin in @childsplayclothing 🍂

load more comments

alexcarter.usa Adorable

lullnuggett SCUTE

htx.dels Future xxxtentacion, lil cutie

whxch Gosh I want him @toxic.flxwers

jillianulch @flockawakawater

flockawakawater @jillianulch 😊😊 just you wait

crispy_rob主 Lil wiz!

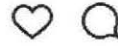
itss_lonngg @guxhlanibritt

nana_shaka Son of a prostitute

bnnnnnnnnn7 He got shoe gang

air_kevgeez wiz lost.

muwaffaa7 Don't bring ur kid into this !!!

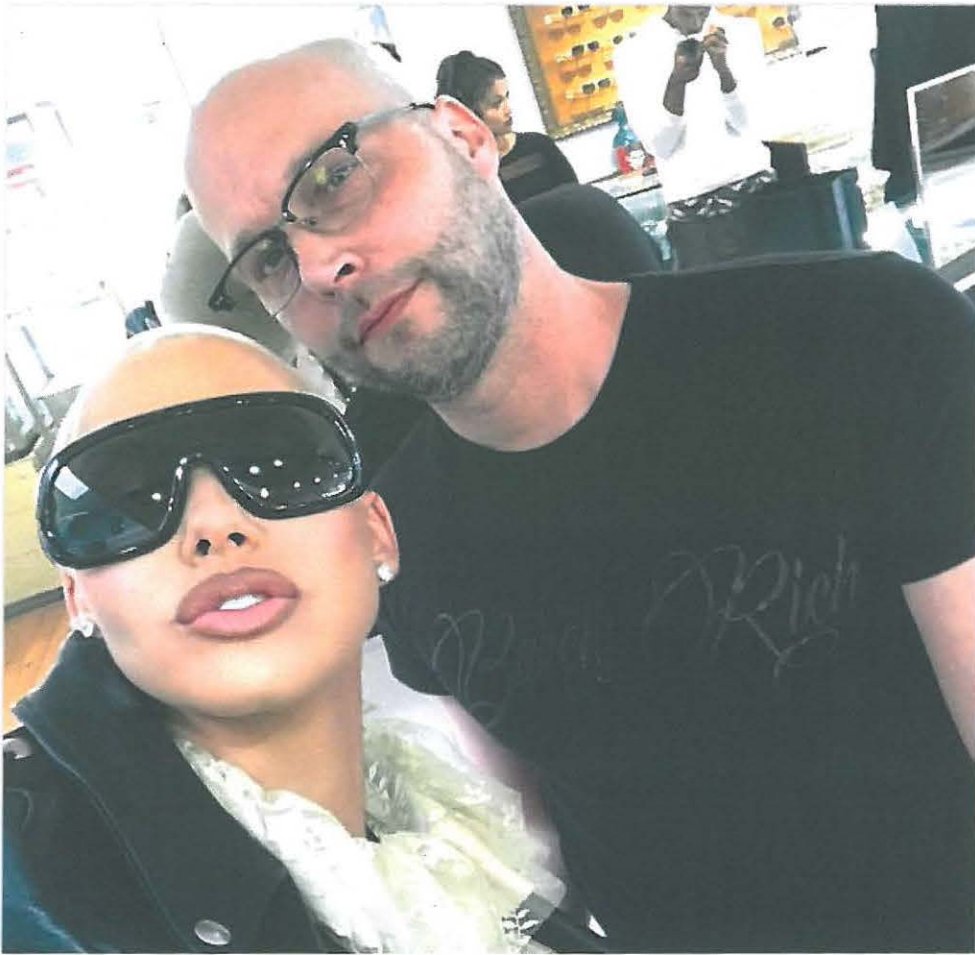


267,648 likes

MAY 21

Log in to like or comment.





amberrose

Follow

amberrose Thank you for having me @eyechic_philly! Check out the website in their bio If you Love sunglasses as much as I do 😊

load more comments

senseidrea So you're in Philly

gwanaz Philly Facts @amberrose

foufoupuppies Wish you can take a look at our lovely pups 🐶🐶🐶🐶 @amberrose

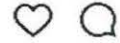
griselda_montana Lips on fleekyyyyy 🍷

maytorena_official Me pudieras dedicar un saludo @amberrose porfavor

korotylime @kittenbees @kemekaze if I miss amber in Philly one more time I swear....

bmarshall.dedon 🍷🍷🍷🍷

nicogeneral 🍷🍷

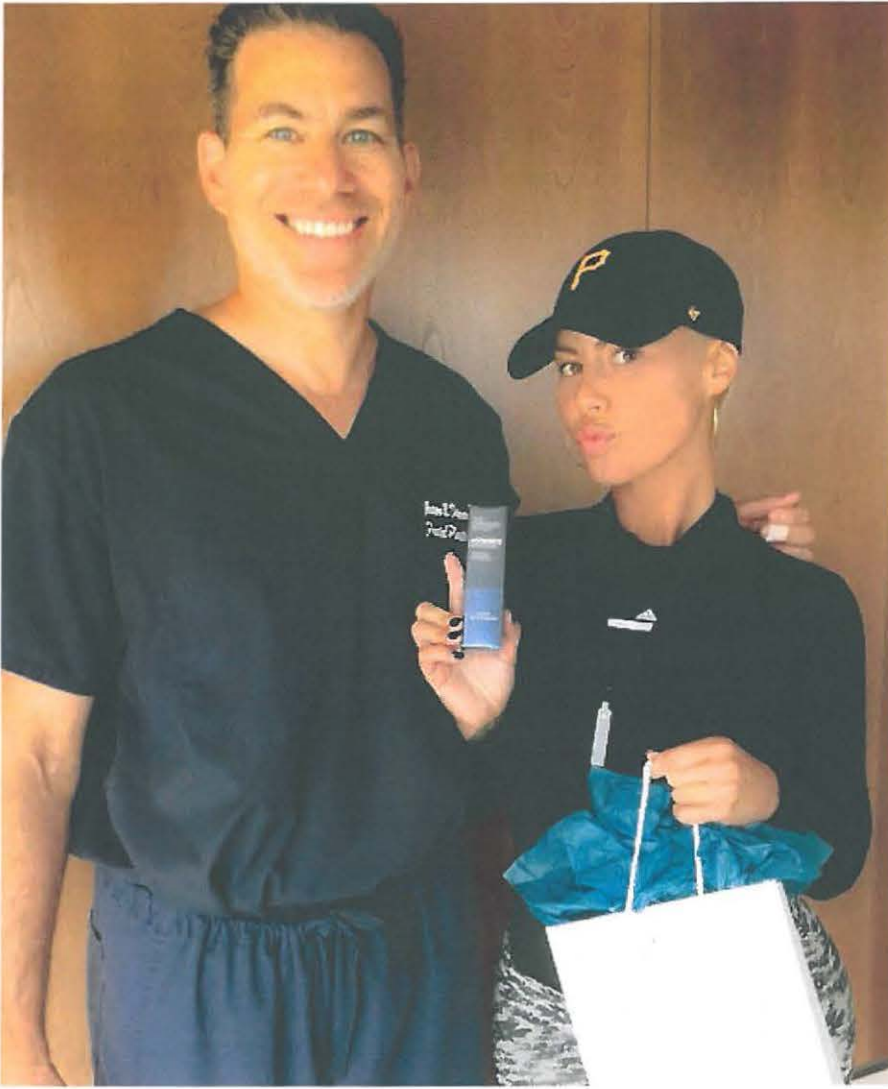


44,645 likes

MAY 22

Log in to like or comment.





amberrose

Follow

amberrose Thank you @drjasondiamond for being Amazing and keeping these lines off of my face 🙌🙌 #botox 😊 and your new skincare line #TheDiamondEffect is beyond 🙌🙌

load more comments

kimmybrat Feminism: getting Botox to look more appealing and young to men

jessicalmclaren ugh ew

ll.becky_boo.ll You look like Eminem's mom tried having a daughter..

shardaejasmine Amber we're supposed to age...why does everyone care so much about wrinkles?? A woman with wrinkles is wise

kvng_ka_young_baller Lb

anaa_bananaaa I have seen that doctor on a Netflix show! Seems like an amazing



53,723 likes

JUNE 8

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Ashley Benson
c/o Barry Littman, Esq.
Hansen, Jacobson, Teller, Hoberman, Newman, Warren, Richman, Rush & Kaller, LLP
450 N. Roxbury Drive, 8th Floor
Beverly Hills, California 90210

Dear Ms. Benson:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Nip + Fab Dragon's Blood Fix Plumping Serum. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of yourself wearing a leather jacket and wrote "New leather ✨ ✨ ✨." In the picture, you tagged the jacket "hacullaofficial." The FTC staff believes that tagging a brand is an endorsement of the brand. Accordingly, if you have a material connection with the marketer of the tagged brand, then your post should disclose that connection. Your post does not disclose whether you have a material connection with the marketer.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Haculla clothing. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



hacullaofficial

harifguzman



ashleybenson

Follow

ashleybenson New leather 🍷🍷🍷

load more comments

beeba91 Rock that new leather 🍷🍷

s_silveir @tamara_silveira_

lara_henriette I love you gorgeous 😊

sneakerscrowd 🍷🍷

abesnault where

benzobuttahbr YASS QUEEN

itsbenzoaddict iysm ash ur so pretty and deserve every happiness ever

malibu.bb My future wife

reexsantana 😊

trilii941 Lbbb🍷🍷🍷

steph.bennett grunge

m.es27 Beautiful



563,594 likes

MAY 17

Log in to like or comment





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Naomi Campbell
c/o Nikola Barisic
Untitled Entertainment
150 Fifth Avenue, 2nd Floor
New York, New York 10010

Dear Ms. Campbell:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing the Clean dietary supplement. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of three suitcases and wrote, “#onthemove @globe_trotter1897 #wheretnext ?? #omittravelstheworld 🇺🇸❤️👉👈.” Your post does not disclose whether you have a material connection with the marketer of Globe-Trotter luggage.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Globe-Trotter luggage. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



Instagram

Search

Get the app

Sign up | Log in



iamnaomicampbell

Follow

iamnaomicampbell #onthemove @globe_trotter1897 #wheretnext ?? #omitavelstheworld 📍❤️👍👏

load more comments

kikinietzche @mrprincewilliam dream luggage

sucheezy @tungyy

bryanstyling I can't wait for you to come to Boston so I can show you around the city 😄😄😄 @iamnaomicampbell

thewriterwillow Hahaha

abeer_h_barakat 📍❤️👍👏

abeer_h_barakat enjoy

wantmore26 📍👍

dominique_138 @iamnaomicampbell just 3?! Noooooo waaaay! 📍👍👏

naushe_en come to tz Tanzania doll



27,839 likes

MAX 30

Log in to like or comment.



Sign up to see photos and videos from your friends.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Ciara Princess Wilson
c/o Ms. Julie Colbert
William Morris Endeavor Entertainment
9601 Wilshire Boulevard
Beverly Hills, California 90210

Dear Ms. Wilson:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Buscemi shoes. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of three pairs of baby shoes and you wrote, "Thank You @JonBuscemi." In the picture, you tagged the shoes "buscemi" and "jonbuscemi." As my earlier letter explained, a simple "thank you" is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand "thank you" simply to mean that you are a satisfied customer. In addition, the FTC staff believes that simply tagging a brand is an endorsement of the brand. Your post does not disclose whether you have a material connection with the marketer of Buscemi shoes.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Buscemi shoes. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



buscemi
jonbuscemi



ciara

Follow

ciara Thank You @JonBuscemi

load more comments

k.renel Please show us Sienna , I know she is beyond beautiful!

goal_achiever_in_life I want see tge baby chekiria Im gessing you going to wait to reveal the pictures of the baby. That's the new thing. I bet she is beautiful

love_lane88 Did you have the baby yet?! @ciara

gahbee929 @JonBuscemi please send my baby the pink ones with the bow

bbw.1986 Congratulations to Ciara and Russell Wilson



269,678 likes

MAY 2

Log in to like or comment.



Sign up to see photos and videos from your friends.

https://www.instagram.com/goal_achiever_in_life



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Mr. Scott Disick
c/o Ms. Nancy Luciano
Luciano Reeves Talent, Inc.
21700 Oxnard Street, Suite 950
Woodland Hills, California 91367

Dear Mr. Disick:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing a Pearly Whites Australia product. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of what appears to be you resting with your feet up in a private airplane and you wrote, “Vegas we r on the way @liquidlv @1oaklv thanks @jetluxlife for the little G5.” A simple “thanks” is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand “thanks” simply to mean that you are a satisfied customer. Your post does not disclose whether you have a material connection with any of the businesses or brands endorsed in the post.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the businesses or brands that you endorsed in the post: Liquid Pool lounge, 1 Oak nightclub, and JetLux. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



letthelordbewithyou

Follow

letthelordbewithyou Vegas we r on the way @liquidlv @1oaklv thanks @jetluxlife for the little G5

load more comments

tila.tequila89 Lb

illsmxo ❤️👍👍

aymoxx 🍷🍷🍷🍷

zirnxx 🍷🍷

flowersxxx 🍷🍷🍷

starfishx97 🍷🍷🍷🍷

virginiagee90 Lb

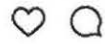
kerem_w Go fuck your self bitch

illsmxo ❤️🍷🍷🍷

dreday1123 @kwilli6

aymoxx 🍷

swissmodel08 Amazina



157,789 likes

MAY 20

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Tiona Fernan
xttiona@gmail.com

Dear Ms. Fernan:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Flat Tummy Tea. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of yourself posing in a swimsuit and you wrote, “There’s nothing more powerful than a woman determined to rise (Wearing: @ovdbrand ♥️).” The post does not disclose whether you have a material connection with the marketer of Ovdbrand swimwear.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Ovdbrand swimwear. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



xttiona

Follow

xttiona There's nothing more powerful than a woman determined to rise.
(Wearing: @ovdbrand 🇺🇸)

load more comments

mr.carter._ Nothing powerful about a woman showing her body off to make money only thing rising is probably ur bank account but definitely not you 😏😏

lolachanel5 Love that swim suit ❤️👏

trickynate83 Gorgeous 😍😍

coreystokes100 Incredible 🍷🍷🍷🍷

peterj516 @shanethechefcurry ,

mermaid_yogini Your body is Incredible 😍❤️

lee_ann0303 @leannaer

houseofjelon We would love to get you in some of our VelVet swim suits ❤️



20,436 likes

MAY 22

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Lilly Ghalachi
Ghalichi Glam, Inc.
748 South Main Street
Los Angeles, California 90014

Dear Ms. Ghalachi:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing HAIRtamin vitamins. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Five of your other Instagram posts, attached to this letter, have recently come to our attention. One post shows you in a wedding gown. You wrote, “This moment ❤️ getting laced up my @ryanandwalter gown. What should I do with my dress guys?! ✨ . . .” Two other posts show you and your husband. One says, “5 magical moments from our pre-wedding photo shoot with @dukeimages at a @weddingstates location ✨ . . . 🌸 Bridal bouquet from this shoot is from @petalsla #GhalichiGlam,” and the other says, “Our first kiss as husband and wife at the alter ❤️ I will cherish this moment forever 🥰 Gorgeous decor by @whitelilacinc.” In a fourth post, next to a picture of yourself, you wrote, “👩 🌸 What do you guys think about my short hair?! 🥰 ✨ . . . Hair styled . . . using no extensions 🥰 thanks to all of my new growth from using @HAIRtamin 🥰 . . .” None of these posts discloses whether you have a material connection with the brand or business endorsed in the post.

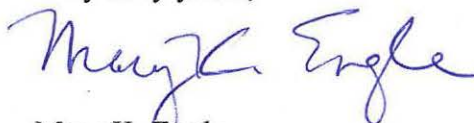
In a fifth post, you wrote “Leyla and I trying to get inside their giant new car without flashing 🥰 I love how she has her @HAIRtamin in the car, before we were friends I swore she wore extensions but she doesn’t!! That’s all her OWN hair thanks to @HAIRtamin Hair Vitamins. I love being a part of the HAIRtamin family ❤️ @leylamilani.” Although you acknowledge being “being a part of the HAIRtamin family,” that does not appear until lines six and seven of your post. As my earlier letter explained, consumers viewing posts in their Instagram streams on mobile devices typically see only the first three lines of a longer post unless they click “more,” and many consumers may not click “more.” Therefore, you should disclose any material connection above the “more” button.

Ms. Lilly Ghalachi
September 6, 2017
Page 2

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the businesses that you endorsed in your wedding related posts: Ryan & Walter Bridal, Duke Photography, Wedding Estates, Petals LA, and White Lilac Inc. Please also describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Mary K. Engle
Associate Director
Division of Advertising Practices



lillyghalichi

Follow

lillyghalichi This moment ❤️ getting laced up my @ryanandwalter gown. What should I do with my dress guys?! ✨ Save it for my daughter? Auction it for charity? Other ideas? Help me decide 🗨️ #GhalichiGlam

load more comments

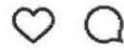
baddbodiessss Save the dress

chasestarr You got married Lilly ?

suchabellawoman Give it to me for my wedding. 😄😄😄😄😄😄

suchabellawoman No save it for your daughter.

suchabellawoman No with you being her mother you I mean she might want to have 5 different dresses or you might want to get her a custom one made. Do you remember all the time it took you to get to this



29,159 likes

JUNE 11

Log in to like or comment.





lillyghalichi

Follow

lillyghalichi 5 magical moments from our pre-wedding photo shoot with @dukeimages at a @weddingstates location ✨ Scroll left to see them all 📷 ✨ We didn't want to stress on our wedding day, so we did a pre-wedding photo shoot. We didn't do it after the wedding because we are Persian so we PARTY and my dress would be 📷 after 📷 ✨ Bridal bouquet from this shoot is from @petalsla #GhalichiGlam

load more comments

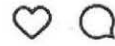
mmelindarose @briannarosehart

briannarosehart @mmelindarose 😊

cynhoc108 @kelss88

karensiewdass @queen_steffie

dr.shirzadshaghayegh @shaghayegh_parid ari



97,762 likes

MAY 9

Log in to like or comment.





lillyghalichi

Follow

lillyghalichi Our first kiss as husband and wife at the alter ❤️ I will cherish this moment forever 🙌 Gorgeous decor by @whitelilacinc

load more comments

melissaatam @eluu_ omg

eluu_ @melissaatam Mel you can't :!

karynsfeir @rackelle.antar

atena.nz @yasamin.nourizadeh

thatsiennwith2ns As perfect as I've seen a



133,927 likes

MAY 7

Log in to like or comment.





lillyghalichi

Follow

lillyghalichi Yesterday's 📌 What do you guys think about my short hair?! 🤔
✦ Makeup done using 3D @LillyLashes in style "Ash Kholm" designed by my makeup artist @ash_kholm 📷 Hair styled by @bpalestino using no extensions 😊 thanks to all my new growth from using @HAIRtamin 📷
#GhalichiGlam #LillyLashes #LillyGhalichi

load more comments

peransess_qdw ❤️

sheikhbeauty I loveee short hair 😊 sooo freshh

prisianbarbie #obsessed your term lol 😊

sharontheclaw LOVE the short hair 😊 it's so voluminous and your lashes are just bangin 🌟

nancyanndesiderio Love it



25,969 likes

JUNE 11

Log in to like or comment.



lillyghalichi

Follow

lillyghalichi Leyla and I trying to get inside their giant new car without flashing 🤦 I love how she has her @HAIRtamin in the car, before we were friends I swore she wore extensions but she doesn't!! That's all her OWN hair thanks to @HAIRtamin Hair Vitamins. I love being a part of the HAIRtamin family ❤️ @leylamilani

load more comments

alietl @kassandraacosta_ Dios te oiga 😊❤️😊

tiqahashley @ahshiqs car goals 😊

marylloofficial Us getting in that car @asn.borii

dv_1k The struggle is real @marisachula kingniqqes 😊😊😊😊😊😊 I love this car

becca.patricia Goals @theresaglaser



1,040,070 views

JUNE 7

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Lucy Hale
c/o Elissa Leeds-Fickman
Reel Talent Management
12026 Wilshire Boulevard
West Los Angeles, California 90025

Dear Ms. Hale:

As you may recall, I wrote to you in March regarding two of your Instagram posts, one endorsing Chiara Ferragni Collection shoes and the other endorsing We The Dreamers clothing. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of yourself with a New York City skyline in the background. In the picture, you tagged your dress as “redvalentino” and your purse as “fendi.” The FTC staff believes that tagging a brand is an endorsement of the brand. Accordingly, if you have a material connection to the marketer of either brand, then your post should disclose that connection. Your post does not disclose whether you have a material connection with either marketer.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with Red Valentino and with Fendi. If you have a material connection with either marketer, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



Instagram

Search

Get the app

Sign up Log in



lucyhale

Follow

Beautiful day in Jersey overlooking NYC for the @veuveclique Polo Classic ☐ #vcpc10 #vcpoloclassic #VeuveClique

load more comments

dedyapollo Original lady

tildeplantina Wtf Lucy hale e lika lång som mej, jag trod hon va typ 1.40 hahahah @lihagblom_

emrisiko I just saw this lol @carolineseitinger

lihagblom_ HAHHAHAHAHAHA @tildplantina

traceyleclerc Now THAT'S a freakin awesome look!!! 🙌👏@lucyhale

esef.k 🐾

payalnayak_pn WOW.

zethmailera Excellent



706,072 likes

JUNE 3

Log in to like or comment.



Sign up to see photos and videos from your friends.

<https://www.instagram.com/accounts/emailsignup/>

Si



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Chelsea Houska
c/o Mr. Will Dzombak
William Gerard Group
william@thewilliamgerardgroup.com

Dear Ms. Houska:

As you may recall, I wrote to you in April regarding one of your Instagram posts endorsing Love With Food. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a video of your baby and you wrote, “He’s quite the talker/yeller *cute onesie is from @lovedbyhannahandeli ♥.” Your post does not disclose whether you have a material connection with the marketer of Loved By Hannah and Eli brand clothing.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Loved By Hannah and Eli clothing. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



chelseahouska

Follow

chelseahouska He's quite the talker/yeller
*cute onesie is from @lovedbyhannahandeli
👍

load more comments

bjrb88 Oh my Cuteness !

lil_lady_bird So cute!! Our babies are 3
weeks apart.Mine doesn't ever cry just yells
at me in baby jabber. He is very
demanding!! ❤️

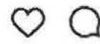
bayleeortiz Soooooo cuteee

j_slazak I showed this to my 8 mo old
daughter and she instantly smiled 😊

smallbatchthreads Too cute!
@chelseahouska ❤️

yesseniagbarrera OH!! 📺 JUST PRECIOUS!!
❤️

cindy_lu183 where can i find this toy?????



874,510 views

MAY 31

Add a comment...





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Vanessa Hudgens
c/o Matthew M. Johnson, Esq.
Ziffren Brittenham, LLP
1801 Century Park West
Los Angeles, California 90067

Dear Ms. Hudgens:

As you may recall, I wrote to you in March regarding two of your Instagram posts, one endorsing Graze snacks and the other endorsing My Little Pony. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of a group of five friends by a pool and wrote, “6 bottles of whispering angel in... 🍷 😊.” Your post does not disclose whether you have a material connection with the marketer of Whispering Angel wine.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the marketer of Whispering Angel wine. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



vanessahudgens

Follow

vanessahudgens 6 bottles of whispering angel in... 🍷🍷

load more comments

ashikhasanbabun 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

popular9821 Salam

natamaxa 🍷

lounavlog987 I love you Vanessa

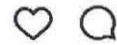
mattkent5113 Babes 🍷🍷

facu.piozzini Ricas

ccasteooohh 🍷

ccasteooohh So in love with you 🍷

🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷



739,852 likes

MAY 28

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Jenni "JWoww" Farley
c/o Dustin Parker
Agency for the Performing Arts
405 South Beverly Drive
Beverly Hills, California 90212

Dear Ms. Farley:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing FabFitFun. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Four of your other Instagram posts, attached to this letter, have recently come to our attention. In one post, the picture shows you in a dress, crouching next to your daughter, and you wrote, "Rocking my @fashionnova with my mini ❤️." In a second, you posted a picture of a fruit parfait on top of a menu and wrote, "Lunch at @oceanorganicsjuice 🍷 #hempproteinBOWL #organic." Another post shows you having a procedure done to your face. The description reads, "Throw back before #anguilla with @sperlingdermatology." Yet another post shows you in a "Chill Cryotherapy" tank and you wrote, "Morning #cryotherapy session. My gloves look like a beard lol 🐻 @chillcryotherapy." None of these posts discloses whether you have a material connection with the brand or business endorsed in the post.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the brands or businesses that you endorsed in these posts: Fashion Nova, Ocean Organics Juice Bar, Sperling Dermatology, and Chill Cryotherapy. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Ms. Jenni "JWoww" Farley
September 6, 2017
Page 2

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle". The signature is written in a cursive style with a large, looped "M" and "E".

Mary K. Engle
Associate Director
Division of Advertising Practices



jwoww

Follow

jwoww Rocking my @fashionnova with my mini 🥰

load more comments

kimmysil She is too cute

joseph.muni enjoy your life

ariellejoon OMG she's so tinny and cute

andreitafiori – ¡Lastima que no seas un pollo para meterte el palo por el culo y hacerte sudar!

mister_internet Cute cute cute. Jennifer

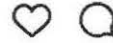
dickeycolleen_ So adorable♥

yose_lyn_ Dios que cambiada está @selenasfg @luis_rox os acordáis??

mellymoo_79 @jwoww - Im nervous to order from FashionNova. Is it worth it?!!

cindafookinrella She looks just like Roger!!!

wnw



146,517 likes

MAY 16

Log in to like or comment.





jwoww

Follow

jwoww Lunch at @oceanorganicsjuice
😊#hempproteinBOWL #organic

load more comments

laurienluna @jwoww what's the recipe for the chicken you made on your awestruck video??!! Roger said it was the best chicken so I need the recipe! Please

mychele76 Your turn @jwoww SongPop lol 🤔

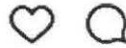
alwaysroxy Yuuuuuuuum!



mariahwalton6532 @jwoww heyb

srjpsj Wish we had more places like this around here! And I'm in Seattle! Supposed to be known for the healthy state. Hmmm!! And what are these sweet potato tacos? Sounds yummy too!!

devonshahvir18391 Yum looks good



32,860 likes

MAY 9

Log in to like or comment.





jwoww

Follow

jwoww Throw back before #anguilla with @sperlingdermatology

load more comments

mariselle_r Happy Mother's Day mama! 😊

danielle_278 When you don't tan you stay pretty!

xokelg Happy Mothers Day!! 🌸

giannarockzzzzzzzzz Happy mothers day ❤️❤️

lil_peanut What is that

heatherbuel Happy mother's day

butterflybeautyrl @_adrianax3 what is this treatment inquiring minds wanna know

lakegurrl Oooh. Whats happening here? You really cant get much prettier.. ❤️

sperlingdermatology @_adrianax3 thank you so much for the kind words!!! ❤️❤️❤️



467,079 views

MAY 13

Log in to like or comment.





jwoww

Follow

jwoww Morning #cryotherapy session. My gloves look like a beard lol 🤖🤖 @chillcryotherapy

load more comments

fraansofia Jajajaj si po, ahí dice que son guantes🤖🤖 @viictoria__
coolass.chae 😊

teresanuniez Ouch

j..m_ Some one died by that

gduhame You look just like Meilani!!

rose_mamax3 Thought you tried out a Princess Leia look at first glance!

mimmi0901 That is some ridiculously insane sh*t..my daughter and I tried a few weeks ago...#freezing

tara_coughlin Just watched you on TV with the medium.. do you really believe now?



29,941 likes

MAY 31

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Vanessa Lachey
c/o Gregg Gellman, Esq.
Morris Yorn Barnes Levine Krintzman Rubenstein Kohner & Gellman
2000 Avenue of the Stars, 3rd Floor, North Tower
Los Angeles, California 90067

Dear Ms. Lachey:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing an Yves Saint Laurent product. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of your cabinets and wrote, "My #wow goes out to the ladies of @thehomeedit Joanna & Clea! They . . . are the beginning of positive change in the Lachey Home 🌟🌟 We have been renovating for awhile now . . . ! 🥰 We are still in the midst of work being done. . . . My family loves being in our new space.... It's the heart of our home. So to have them help me organize it was such a blessing! ... Now every morning is like Christmas morning when we open the cabinets! ..." Your post does not disclose whether you have a material connection with The Home Edit.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with The Home Edit. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



vanessalachey

Follow

vanessalachey My #woc goes out to the ladies of @thehomeedit Joanna & Clea! They were the calm in my storm and are the beginning of a positive change in the Lachey Home. 🌟 We have been renovating for awhile now and to say it was a nightmare is an understatement! 😩 We are still in the midst of work being done. Even in this photo the cabinets on top have no paint and no glass. But that's not what's important. My family loves being in our new space. We spend most of our time in the kitchen. It's the heart of our home. So to have them help me organize it was such a blessing! Our house is not done yet, but it's never to late to get organized. Now every morning is like Christmas morning when we open the cabinets! Cam is even rockin his Christmas pj's! Love you girls! ❤️

[load more comments](#)



13,939 likes

MAY 10

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Lindsey Lohan
c/o Chris Smith
ICM Partners
10250 Constellation Boulevard
Los Angeles, California 90067

Dear Ms. Lohan:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing the Pinnertest Food Intolerance Test. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

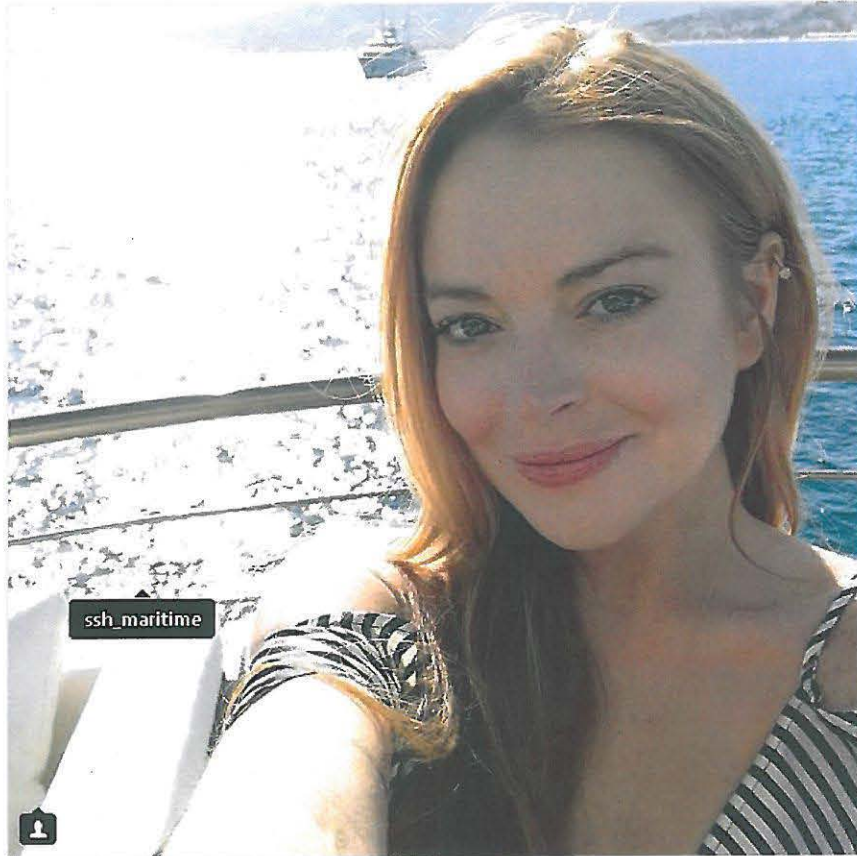
Two of your other Instagram posts, attached to this letter, have recently come to our attention. In one, you posted a video of yourself cooking and wrote, “Cooking on a #boat In @alexanderwangny 🍷🍷.” In another, you posted a selfie on a boat and wrote, “#cannes 🍷🍷🍷 #chakra #blessed #LohanJewelry @ssh_maritime.” Also, in the photo, you tagged “ssh_maritime.” The FTC staff believes that tagging a brand or business is an endorsement of the brand or business. Accordingly, if you have a material connection with a tagged business or the marketer of a tagged brand, then your posts should disclose that connection. Neither post discloses whether you have a material connection.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with Alexander Wang and with SSH Maritime Services. If you have a material connection with either, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



lindsaylohan

Follow

lindsaylohan #cannes 🤩🤩🤩 #chakra #blessed #LohanJewelry @ssh_maritime

load more comments

andres.7.summer ♡,♡

ronalfirman Beautiful

sephiorthcloud Beautiful women

louis_heyzen Freaky Friday?

_anita_grava_ Beautiful 😊❤️

_anita_grava_ I LOVE YOUU

_anita_grava_ 😊

beachbabe_028 glowing, absolutely wonderful!

anniaflandes Oh hey you look good

herbsarahoneycomb2 Beautiful and blessed beloved

herbsarahoneycomb2 Beautiful and blessed



206,440 likes

MAY 21

Log in to like or comment.





lindsaylohan

Follow

lindsaylohan Cooking on a #boat In @alexanderwangny 🥰🥰

load more comments

javatug #lilocoookingshow

zuraya_040 Is she muslim @lindsaylohan

euler_81 She is beautiful 🥰🥰

afrimaya Delicious @lindsaylohan 🙌

maqk92 🍴🍴🍴🍴

jos.kuijer @maria6x noticed the same thing

gugalifes Me chama né migahhhh @lindsaylohan

_benbutler I'm surprised people and the media haven't dissected this and freaked out that there is bottles of wine on the counter. 🥰 @lindsaylohan

lorenfreire Love you @lindsaylohan and I cannot be more happy with everything that



902,206 views

MAY 29

Log in to like or comment





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Shay Mitchell
c/o Mr. David Dean Portelli
David Dean Management
daviddean@daviddeanmanagement.com

Dear Ms. Mitchell:

As you may recall, I wrote to you in March regarding your Instagram posts, including one endorsing Biore's Baking Soda Scrub. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Three of your other Instagram posts, attached to this letter, have recently come to our attention. In one post showing you drinking tea with your mother, you wrote, "So happy to have been able to spend some quality bonding time with my mom for Mother's Day at the most relaxing place of all (I mean massages AND sushi?! Yes please.) @tomoko_spa for the win! 🍵 🍷 ❤️ #TomokoSpa." Another post shows you sitting in front of a mosaic with the description "When in Morocco..." In the picture, you tagged your sunglasses and outfit, "dandentschoo," "misa_losangeles," and "adorofarm." The FTC staff believes that tagging a brand is an endorsement of the brand. Accordingly, if you have a material connection with the marketer of a tagged brand, then your posts should disclose that connection. Neither post discloses whether you have a material connection with the businesses or brands endorsed in it.

In a post showing you standing in front of what appears to be an ancient ruin, you wrote, "The gladdest moment in human life, me thinks, is a departure into unknown lands." – Sir Richard Burton. Thank you @epicroad for another amazing experience! #myepicroad." A simple "thank you" is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand a "thank you" simply to mean that you are a satisfied customer.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the brands or businesses that you endorsed in these posts: Tomoko Japanese Spa, Dan Deutsch Optical Outlook, MISA Los

Ms. Shay Mitchell
September 6, 2017
Page 2

Angeles, FARM Rio, and Epic Road. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle". The signature is written in a cursive style with a large, stylized initial "M".

Mary K. Engle
Associate Director
Division of Advertising Practices



shaymitchell
Tomoko Spa Beverly Hills

Follow

shaymitchell So happy to have been able to spend some quality bonding time with my mom for Mother's Day at the most relaxing place of all (I mean massages AND sushi?! Yes please.) @tomoko_spa for the win! 🍣🍷👉 #TomokoSpa

load more comments

ilu_31 good!japanese style!!YUKATA!!really nice!!m happy!

benzobuttahr THIS IS EVERYTHING



638,252 likes

MAY 28

Log in to like or comment.



Sign up to see photos and videos from your friends.

<https://www.instagram.com/explore/locations/467306052/tomoko-spa-beverly-hills/>



shaymitchell

Follow

shaymitchell "The gladdest moment in human life, me thinks, is a departure into unknown lands." – Sir Richard Burton. Thank you @epicroad for another amazing experience! #myepicroad

load more comments

trevinomikayla I love the whole outfit and you look gorgeous

anida.kulovac.9 Your life is so perfect

hanysele انتي رقيقة 🤍🤍🤍🤍

mckenna_huchko you are so pretty 🤍🤍 can i be you already 🤍🤍🤍🤍🤍🤍

sofia_zinzi @olivia.zinzi her dress 🤍🤍

anyelbert2000 Se parecen ustedes dos jejejeje @valeriamolerov

valeriamolerov Nos parecemos? @anyelbert2000



872,111 likes

MAY 27

Log in to like or comment.

<https://www.instagram.com/trevinomikayla/>



Sign up to see photos and videos from your friends.

Si



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Rach Parcell
Rachel Parcell, Inc.
248 South State Street
Orem, Utah 84058

Dear Ms. Parcell:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing eos products. As I said in my earlier letter, if you are endorsing a brand and have a "material connection" with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Four of your other Instagram posts, attached to this letter, have recently come to our attention. In one post, you are holding your child by a fountain and you wrote, "Spending our last morning here in California @monarchbeachresort. Breakfast and then heading home" In the picture, you tagged your shoes "nikewomen," your outfit "lornajaneactive," and the "monarchbeachresort." In a second, you posted a picture of your daughter and tagged her hair bow "wunderkind_co" and her dress "gapkids."

In a third post, you wrote "Wandering around @abccarpetandhome this afternoon and getting major inspiration for our new home. I'm thinking I need this light for my closet!! ✨ #nyc #homedecor #katespade." In the accompanying picture, you tagged "abccarpetandhome" and "katespadeny" lamps. The fourth post has a picture of you standing in your closet and you wrote, "Today on my blog I'm sharing my full closet space after I did a major closet clean and parted way with clothes I hadn't worn in a while. We updated the decor accessories too! See the full post and interview I did with @elledecor in the link in my profile!! ❤️ @alicelanehome #closet #dreamcloset #pink." In the picture, you tagged "prada," "rebeccataylornyc," "clubmonaco," "elledecor," "alicelanehome," and "starkcarpet." The FTC staff believes that tagging a brand is an endorsement of the brand. Accordingly, if you have a material connection with the marketer of a tagged brand, then your posts should disclose that connection. None of these posts discloses whether you have material connections with the brands and businesses endorsed in the posts.

Ms. Rach Parcell
September 6, 2017
Page 2

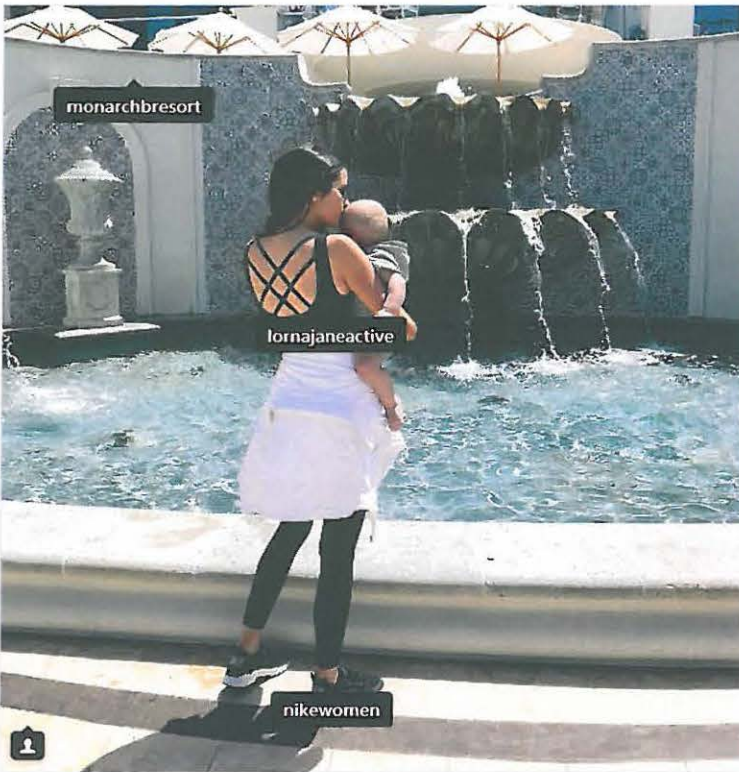
Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the brands or businesses that you endorsed in these posts: Monarch Beach Resort, Nike, Lorna Jane, Wunderkind, Gap Kids, ABC Carpet & Home, Kate Spade, Elle Décor, Prada, Rebecca Taylor, Club Monaco, Alice Lane Home Collection, and Stark Carpet. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,



Mary K. Engle
Associate Director
Division of Advertising Practices



rachparcell
Monarch Beach Resort

Follow

rachparcell Spending our last morning here in California at @monarchbresort. Breakfast and then heading home. Wish us luck on the flight back! We forgot to charge the iPad for Isla 🙄🙄🙄 #california

load more comments

monikahibbs 😊😊😊

thedefineddetail Ahh good luck! Love this look 😊

stylishinvienna Cute😊

susanzibari Love the sports bra 😊❤️

perfectlittlesunday Enjoy and good luck!!!

style416 So cute!

mamabasil Hope all was well with no iPad!!

deannafred @rachparcell What designer brand is your sports bra? XO 🙄🙄🙄

heartfaithunt super cute picture 🙄



10,167 likes

MAY 18

Log in to like or comment.





rachparcell

Follow

rachparcell Happiest birthday to my sweet Isla Rose. I will never be able to put into words how much I love this little girl. She had my whole heart from the moment I laid eyes on her. I'm so blessed and honored to be her mama. I'm sharing a bunch of photos (some never before seen) of Isla Rose over the last two years on my blog today!! (link in profile). 🌸🌸 #happybirthday #secondbirthday

load more comments

gladysvitaliano She is beautiful god bless her .she is a little angel 🧚

lc_steele Sweet Isla 🌸🌸

maryamsd She's such a beauty 😊 God bless her

olivelanedesign Happy Birthday Isla! 🌸🌸🌸

rclayton She could not be more precious.



17,822 likes

MAY 3

Log in to like or comment.



Sign up to see photos and videos from your friends.

<https://www.instagram.com/accounts/emailsignup/>





Instagram

Search

Get the app

Sign up Log in



rachparcell
ABC Carpet & Home

Follow

rachparcell Wandering around @abccarpetandhome this afternoon and getting major inspiration for our new home. I'm thinking I need this light for my closet!! ✨ #nyc #homedecor #katespade

load more comments

rachparcell @thenofone @fashionablehostess @alisonjlevey @threesistersonecloset Yep! We're building our new home

maleebie 😊😊😊

theclassywoman 😊❤️

lizdecosta These gorgeous chandeliers are at one of the only 5 star hotels in Toronto Ontario, King Edward. They are absolutely beautiful in person.

melissaaahhhh Why do you need a new home?



8,104 likes

JUNE 2

Log in to like or comment.



Sign up to see photos and videos from your friends.

Sign up



Instagram

Search

Get the app

Sign up Log in



rachparcell

Follow

rachparcell Today on my blog I'm sharing my full closet space after I did a major closet clean out and parted way with clothes I hadn't worn in a while. We updated the decor accessories too! See the full post and interview I did with @elledecor in the link in my profile! ❤️ @alichelanehome #closet #dreamcloset #pink

load more comments

tarynence Closet of my dreams!

rachparcell @something_rose @rachelgronvall @mccallrose @goldenheartsjewelry I give some of the clothes to my sisters then donated the rest ❤️

rachparcell @mrsschaub I organize my shoes by type and color then clothing is by style: all shirts together, all dresses



12,026 likes

MAY 2

Log in to like or comment.

<https://www.instagram.com/rachparcell/>



Sign up to see photos and videos from your friends.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Nicole Polizzi
c/o Antranig Balian
Mortar Media, Inc.
9744 Wilshire Boulevard, Suite 400
Beverly Hills, California 90212

Dear Ms. Polizzi:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Flat Tummy Tea. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Two of your other Instagram posts, attached to this letter, have recently come to our attention. In one, you posted a picture of a your daughter holding a Kidioko Lullabye book and wrote, “Dads!! If you’re looking for a cute Mother’s Day gift for the wifey, check out my kids favorite books @kidiokemedia” The post does not disclose whether you have a material connection with the marketer of Kidioko Media.

Another post shows you dining with a man at a restaurant. You wrote, “Had the best dinner with my squirrel friend @misterp79! ❤️❤️ Thanks for the delicious meal @eatstk @the onegroup @misterp79 @itshappeningpodcast.” A simple “thanks” is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand “thanks” simply to mean that you are a satisfied customer. In the case of this post, it is also unclear whether you are thanking the restaurant or Joey Camasta.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with Kidioko Media and with STK. If you have a material connection with either, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Ms. Nicole Polizzi
September 6, 2017
Page 2

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle". The signature is written in a cursive style with a large, looped "M" and "E".

Mary K. Engle
Associate Director
Division of Advertising Practices



snooki

Follow

snooki Dads!! If you're looking for a cute Mother's Day gift for the wifey, check out my kids favorite books @kidiokemedia they're on sale! #mothersday #kidiokemedia #amazon

load more comments

[_diamondrenee](#) The fact that she looks just like u

[mandyrojens](#) @omearakatie

[maggietaco](#) @kiki032

[adela_huete](#) A mini you

[sirstainless](#) @deenaontiveros u as baby sabrina_apolloia.m.perez She's soo cute 😍😍😍

[sarainvrr](#) @jay_orta

[evarosenn](#) @jordanstern u need this book

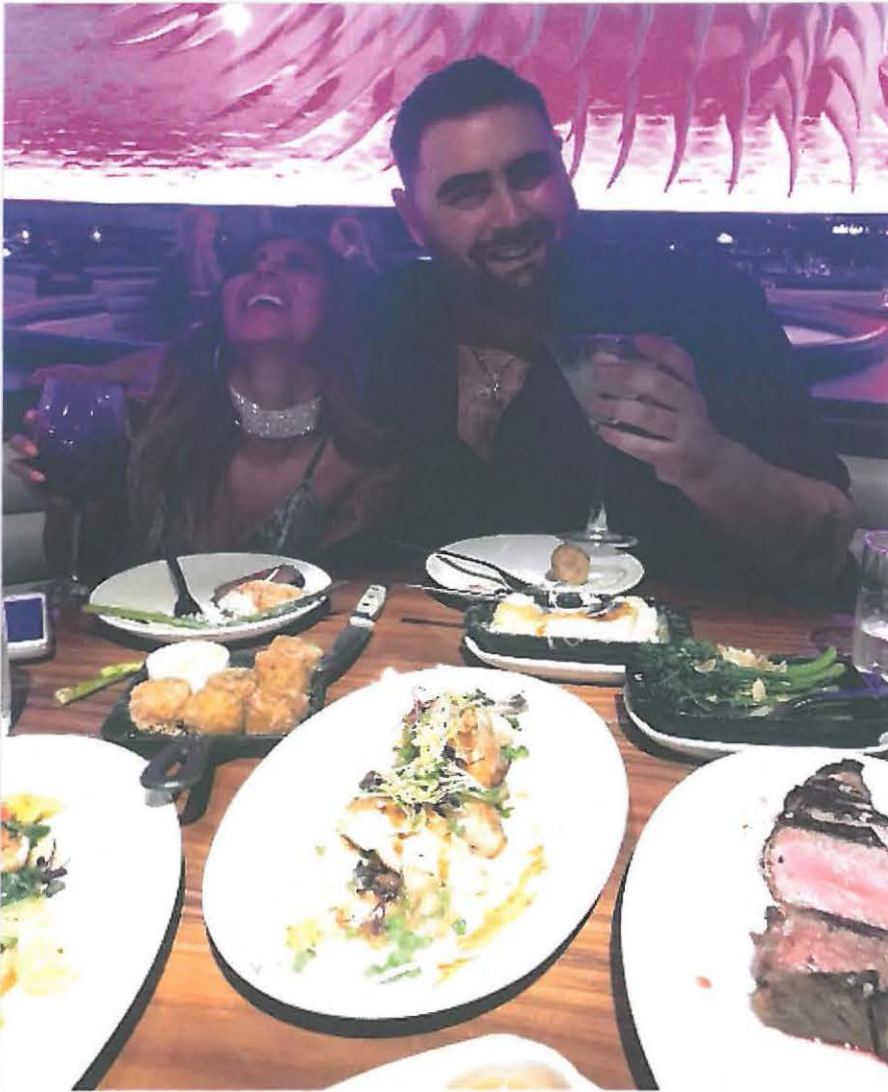
[xstefanieannevo](#) @snooki that doesn't



71,936 likes

MAY 1

Log in to like or comment.



snooki

Follow

snooki Had the best dinner with my squirrel friend @misterp79 ! ❤️❤️ Thanks for the delicious meal @eatstk @theonegroup @misterp79 @itshappeningpodcast

load more comments

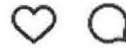
tinamarangi such a funny picture, looks like you're really enjoying your dinner !!! wink wink

ncomer What is her snap name?

moonmakeup_ You and joey are seriously my favorite people ever 😊 your snapchat make my work day go by faster 😊

raelynns_mommy17 I have a serious question PLEASE ANSWER!!! I'm watching jersey shore and it's the episode of when Vinney hangs your crocodile... do you still have crocadilly? 🐊🐊🐊🐊🐊❤️

samantharincione @snooki you'll always



64,700 likes

JUNE 8

Log in to like or comment.





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Lisa Rinna
c/o David B. Feldman, Esq.
Bloom Hergott Diemer Rosenthal LaViolette Feldman Schenkman & Goodman, LLP
150 South Rodeo Drive, Third Floor
Beverly Hills, California 90212

Dear Ms. Rinna:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing a ToGoSpa lip mask. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Two of your other Instagram posts, attached to this letter, have recently come to our attention. In one post showing you holding a drink, you wrote, “It’s been over a year and I’m still going strong with my @teamiblends detox tea! I’m headed out somewhere and their tumbler is so convenient to just grab and go.” Although you acknowledged being a “#teampartner,” that disclosure does not appear until line eight of your post. As my earlier letter explained, consumers viewing posts in their Instagram streams on mobile devices typically see only the first three lines of a longer post unless they click “more,” and many consumers may not click “more.” Therefore, you should disclose any material connection above the “more” button. Also, “#teami_partner” would be a more readable hashtag.

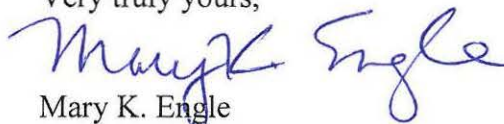
In a post showing you out walking in a sweatshirt, you wrote, “My @Emijay Smoosh Sweat Shirt. LOVE. 🙌👉👈❤️ Bra optional, obviously. 😊 Thank You @jamatson & @eamatson 🍷❤️ You have to get this Shirt you will die it’s so Smooshy! Emijay.com. It’s my go to after Yoga class 😊.” A simple “thank you” is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand “thank you” simply to mean that you are a satisfied customer. Also, in the picture you tag “emijayinc.” The FTC staff believes that tagging a brand or business is an endorsement of the brand or business. Your post does not disclose whether you have a material connection with EMI Jay.

Ms. Lisa Rinna
September 6, 2017
Page 2

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with EMI Jay. Please also describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,



Mary K. Engle
Associate Director
Division of Advertising Practices



lisarina

Follow

lisarina It's been over a year and I'm still going strong with my @teamiblends detox tea! I'm always headed out somewhere and their tumbler is so convenient to just grab and go. Just in time for Mother's Day or your next vacation, you can use code RINNA for 15% off yours. #thankyouteami #teamipartner

load more comments

rob_artist Nice Shades! ☑☑☑

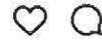
hannahable Literally can you adopt me, we can drink xanax smoothies, while doing updates on your lawn.☺

dawgcoop Classy ♥♥♥

brendabrady Ya skinny thing! ☺

glamtoyourglow You look so pretty... as usual!! Goals!! ☺☺☺☺☺☺☺☺☺☺

susan.smith166 @lisarina looking good.



5,541 likes

MAY 4

Log in to like or comment.





lisarinna
Studio City, California

Follow

lisarinna My @Emijay Smoosh Sweat Shirt. LOVE. ☐☐☐☐☐☐♥ Bra optional, obviously. 😊 Thank You @jamatson & @eamatson 🙌♥ You have to get this Shirt you will die it's so Smooshy! Emijay.com It's my go to after Yoga class☐

load more comments

tropicalheat.ws U look so vintage and stunning in everything

nycrussocat You look like an idiot

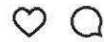
noahwilhelm Mijn bril 🙄🙄🙄🙄🙄
@clairevdkleij

kathyseymour3 I think your the winner for posting about yourself all day everyday.

princesa_de_gales_welchs_real HOL

princesa_de_gales_welchs_real HOLA

princesa_de_gales_welchs_real FACHOSA



5,181 likes

MAY 21

Log in to like or comment





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Sofia Vergara
c/o Frederick P. Bimble, Esq.
Cowan DeBaets Abrahams & Sheppard
41 Madison Avenue, 38th Floor
New York, New York 10010

Dear Ms. Vergara:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Dana Rebecca Designs bracelets. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

Two of your other Instagram posts, attached to this letter, have recently come to our attention. In one, you posted a picture of yourself with a mobile phone case matching your dress and you wrote, “My husband thinks its funny..but I think is beautifull 🍷🍷🍷 #matchingeverything 💧💧 #weddingweekend #DanaandMilena ❤️ @dolcegabbana.” In a post showing you with a basket of flower motif linens, you wrote, “Party favors 🌸🍷 @marthamedeirosreal.” Neither post discloses whether you have a material connection with the marketer endorsed in the post.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with Dolce & Gabbana and with Martha Medeiros. If you have a material connection with either, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices



sofiavergara

Follow

sofiavergara My husband thinks its funny..but I think is beautiful 😊😊😊
 #matchingeverything 🤝🤝
 #weddingweekend #DanaandMilena♥
 @dolcegabbana

load more comments

marwim_miranda_marwuez Ola toti
 deb6366 I second that!!!!♥

erika_amador_ Pretty

maximilianvargas Cute! 🍷🍷🍷🍷

soleii_tje Ja think its beautiful too

thegoddessraising I think is gorgeous !!!!!!!!

jesvarg The cutes!

jstedutel Delicate and Vintage Flair

mordab6373 😊



198,235 likes

APR 15

Log in to like or comment.





sofiavergara

Follow

sofiavergara Party favors 🌸 1
@marthamedeirosreal

Load more comments

michellemonari @pieragrey también querido...

giovanapergo 🍷🍷🍷🍷🍷🍷

giovanapergo 🍷🍷🍷🍷🍷🍷

gpfibiza Cool!

jrcristiano 🍷🍷🍷🍷🍷

_d_ram_fas Que hermosa!

juperez73 Sin comparación es la mujer mas hermosa que e tenido la dicha de ver, que bella

anajovibo Una belleza natural y hermosa

walleskasoares Queima no inferna desgraçada!!!



209,644 likes

MAY 29

Log in to like or comment.



Sign up to see photos and videos from your friends.





Mary K. Engle
Associate Director

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

September 6, 2017

Ms. Dorothy Wang
c/o Katherine K. McClure, Esq.
Hansen, Jacobson, Teller, Hoberman, Newman, Warren, Richman, Rush & Kaller, L.L.P.
450 N. Roxbury Drive, 8th Floor
Beverly Hills, California 90210

Dear Ms. Wang:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Buscemi shoes. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

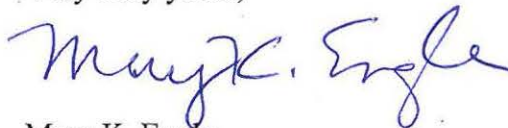
One of your other Instagram posts, attached to this letter, has recently come to our attention. You posted a picture of yourself with an intravenous drip connected to your arm and with a doctor standing next to you. You wrote, “Lol my face as @drkassabian lists all the vitamins in his Beverly Hills cocktail IV 🍷🍷🍷 I’ve been feeling (and looking) sooo tired and drained due to my schedule and all the trips/flying this past month so I popped in for a quick IV @liftmd... Maybe it’s in my head, but I swear I’m already feeling re-energized and almost back to my perky self! Yayyyy 🍷🍷🍷.” You also tagged “liftmd” and “drkassabian” in the picture. The FTC staff believes that tagging a business is an endorsement of the business. Accordingly, if you have a material connection to the marketers of the tagged business, then your post should disclose that connection. Your post does not disclose whether you have a material connection with Dr. Garo Kassabian or Lift MD Aesthetics.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with Dr. Garo Kassabian and with Lift MD Aesthetics. If you have a material connection with them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands with which you have a material connection clearly and conspicuously disclose your relationships.

Ms. Dorothy Wang
September 6, 2017
Page 2

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle". The signature is written in a cursive style with a large, stylized "M" and "E".

Mary K. Engle
Associate Director
Division of Advertising Practices



dorothywang
LIFT MD AESTHETICS

Follow

dorothywang Lol my face as @drkassabian lists all the vitamins in his Beverly Hills cocktail IV 🍷🍷🍷 I've been feeling (and looking) sooo tired and drained due to my schedule and all the trips/flying this past month so I popped in for a quick IV @liftmd... Maybe it's in my head, but I swear I'm already feeling re-energized and almost back to my perky self! Yayyyy 🥳🥳🥳🥳

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sanfran116 @amidelaune

austingrade Great shot!

sasdesignarts Very nice! 🥰

dstock100 Hey what's up!! We just wanted to send a little luv your way and say we hope your having a good day 🥰

dstock100 **you're (and I know better than



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JUNE 3

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