

March 5–7, 2018 | Park Lane Hotel | New York, NY

5th Annual Legal, Regulatory, and Compliance Forum on

Cosmetics

& PERSONAL CARE PRODUCTS

A comprehensive guide to the latest developments affecting
“articles intended for cleansing, beautifying, promoting
attractiveness, or altering the appearance”

Distinguished Co-Chairs



Sharon Blinkoff
Counsel, **Locke Lord LLP**
Secretary and General Counsel
**Independent Cosmetic
Manufacturers and Distributors**



Pamela Jo Busiek
President and CEO
**Independent Cosmetic
Manufacturers and Distributors**

Gain Meaningful Insights From

Government and Consumer Protection Groups:

United States Food and Drug Administration
United States Federal Trade Commission
United States Department of Homeland Security
National Advertising Division of the Advertising
Self-Regulatory Council

Major Associations & Advocacy Groups:

Independent Cosmetic Manufacturers
and Distributors

Hear from Leading Cosmetics and Personal Care Companies

Avon Products, Inc.
Consumer Product
Testing Company
Edgewell Personal Care
Fresh, Inc.

Guthy-Renker
Ventures LLC
L'Oreal USA
Living Proof
New Avon LLC
OFRA Cosmetics, LLC

American Conference Institute (ACI) in collaboration with Independent Cosmetic Manufacturers and Distributors (ICMAD) is pleased to present the fifth iteration of ACI's Legal, Regulatory, and Compliance Forum on Cosmetics and Personal Care Products. **Join distinguished counsel and regulatory experts representing the cosmetics and personal care industry together with prominent government officials who will provide you with the critical information you need to:**

- Analyze what your company needs to consider when deciding to take a product global
- Understand what import and inspection officials are looking for and how to avoid holds and delays
- Develop claims that are as enticing to consumers as they are compliant
- Explore the challenges associated with diversion and counterfeit goods and hear how others are handling these situations
- Clarify changes taking place on the federal level, from new and proposed regulations to current priorities
- Examine key differences between civil suits and government actions
- Comprehend current state level priorities that impact the industry from California, Louisiana, Florida, and more

Workshops

A **Monday, March 5, 2018**
Establishing Your Foundation:
Cosmetics and Personal Care
Products Law and Regulation 101

B **Wednesday, March 7, 2018**
Nailed It: Setting Up Flawless Endorsement
and Influencer Practices Based on Recent
FTC Guidance

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American Conference Institute (“ACI”), together with Independent Cosmetic Manufacturers and Distributors (“ICMAD”), invite you to attend the industry’s premier **Legal, Regulatory, and Compliance Forum on Cosmetics and Personal Care Products**

Dear Colleague:

American Conference Institute (ACI) in collaboration with the Independent Cosmetic Manufacturers and Distributors is pleased to present ACI’s 5th annual **Legal, Regulatory, and Compliance Forum on Cosmetics and Personal Care Products**. ACI is honored that Pamela Jo Busiek, President and CEO of Independent Cosmetic Manufacturers and Distributors (ICMAD) and Sharon Blinkoff, Counsel, Locke Lord LLP and Secretary & General Counsel of ICMAD have agreed to co-chair this year’s event.

With changing regulations, both in the U.S. and abroad, as well as increased consumer awareness in this space, it is imperative that industry professionals stay up to date to avoid costly mistakes. Our distinguished faculty will address the increase in private actions and warning letters as well as political, legal, regulatory, and industry developments impacting the cosmetics and personal care products industry.

Explore these developments and more at this “must-attend” legal event for the legal, regulatory and compliance stakeholders of the cosmetics and personal care industry. This forum will not only provide “state of the union updates”, but also allow for the opportunity to discuss and assess the politics and policy shaping the industry’s current atmosphere. Our distinguished faculty will provide you with the critical information that you need to:

- Understand the priorities of import and inspection officials and avoid holds and delays
- Design claims that are both lucrative and compliant
- Investigate the consistent challenge of diversion and counterfeit goods and benchmark with others to find outside-the-box solutions
- Uncover changes taking place on the federal level, from new and proposed regulations to current priorities
- Analyze the global environment and challenges your company needs to consider when deciding to take a product outside of the U.S.
- Examine key differences between civil suits and government actions
- Survey current state level priorities that effect the industry from California, Louisiana, Florida, and more

Don’t forget to sign up for the **interactive** workshops to add value to your learning and networking experience:

- A. Establishing Your Foundation: Cosmetics and Personal Care Products 101**
- B. Nailed It: Setting Up Flawless Endorsement and Influencer Practices Based on Recent FTC Guidance**

Register today for the industry’s most comprehensive legal and regulatory forum on cosmetic products by calling **888-224-2480** or visiting www.AmericanConference.com/Cosmetics.

I look forward to seeing you in New York this March.

Very truly yours,

Megan E. Furino, Esq.
Legal Conference Producer



WHO YOU WILL MEET

Cosmetics and Personal Care Products Industry

- In-House Counsel, including generalists and those having responsibility for FDA law and regulatory affairs; advertising and promotion; IP, Patents and Trademarks; Licensing and Business Development
- Officers, Directors and Executives for Regulatory Affairs; Quality Assurance; Research & Development; Business Development

Law Firm Attorneys for the Cosmetics and Personal Care Products Industry whose practices focus on:

- FDA
- Advertising and Promotion – FTC
- Patents and Trademarks
- Corporate matters
- Litigation

2018 CONFIRMED FACULTY TO DATE

Co-Chairs

Sharon Blinkoff
Counsel
Locke Lord LLP
Secretary and General Counsel
Independent Cosmetic Manufacturers and Distributors
(New York, NY)

Pamela Jo Busiek
President and CEO
Independent Cosmetic Manufacturers and Distributors
(Dallas, TX)

Speakers

Nick Barnhorst
Vice President, Legal Counsel
Fresh, Inc. (New York, NY)

Rebecca Brunswick
Executive Director & Chief Marketing and Intellectual Property Counsel
Avon (New York, NY)

Elizabeth Chiarello
Partner
Sidley Austin LLP
(Chicago, IL)

Thomas Cohn
Director and Senior Counsel, Sales & Marketing
New Avon LLC
(New York, NY)

Andra Dallas
Counsel, Claims Substantiation, R&I
L’Oreal USA (New York, NY)

Ayelet Faerman
Counsel & Operations
OFRA Cosmetics, LLC
(Pompano Beach, FL)

Paul M. Hyman
Partner
Hyman, Phelps, & McNamara, P.C.
(Washington, DC)

Matthew Kaplan
Partner
Tucker Ellis LLP
(Los Angeles, CA)

Linda M. Katz, M.D., M.P.H.
Director, Office of Cosmetics and Colors
Acting Chief Medical Officer for Food Safety and Applied Nutrition
Food and Drug Administration
(College Park, MD)

Donald Keen
Acting Chief of Regulatory Compliance – Region 2
United States Department of Homeland Security
(Washington, DC)

Jennifer Malloy
Associate General Counsel
Guthy-Renker LLC (El Segundo, CA)

Deborah Marrone
Assistant Regional Director, Northeast Region
Federal Trade Commission

Peggy Otum
Partner
Arnold & Porter Kay Scholer LLP (San Francisco, CA)

Manish Shanbhag
Chief Legal Officer
Edgewell Personal Care
(Shelton, CT)

Eric Spengler
SVP R&D & Chief Commercialization Officer
Living Proof (Cambridge, MA)

James Thompson
President & CEO
Thompson Labs LLC
(Cincinnati, OH)

Frederick A. Stearns
Partner
Keller and Heckman LLP
(Washington, DC)

Annie M. Ugurlayan
Senior Staff Attorney
National Advertising Division of the Advertising Self-Regulatory Council
(New York, NY)

Craig Weiss
President
Consumer Product Testing Company (Fairfield, NJ)

A PRE-CONFERENCE WORKSHOP MONDAY, MARCH 5, 2018

1:30 pm – 4:30 pm
(Registration begins at 1:00 pm)

Establishing Your Foundation: Cosmetics and Personal Care Products Law and Regulation 101

Sharon Blinkoff

CounselLocke Lord LLP Secretary and General Counsel
Independent Cosmetics Manufacturers and Distributors (New York, NY)

This interactive working group will help you prepare for the main conference by providing a comprehensive overview of the laws and regulations governing cosmetics and personal care products. Concepts discussed in this workshop will prepare you for the next two days by giving you a baseline of knowledge of the legal and regulatory challenges which this industry is facing. Topics that will be covered include:

- Understanding the roles of the FDA and the FTC as they relate to the cosmetics and personal care product industry
- Drug or Cosmetic? Definitions, analysis, and understanding claims
- Analyzing how a personal care product comes to market: Cosmetics vs. OTC drugs
- Identifying FDA requirements controlling ingredients, including color additives
- Discussing potential changes to the inspection process under the new ORA structure
- Comprehending the pre- and post-market responsibilities for companies
- Identifying other "regulators"

MAIN CONFERENCE DAY ONE | TUESDAY MARCH 6, 2018

7:15

Registration and Continental Breakfast

8:00

Co-Chairs' Opening Remarks and Commentary on Legislative Developments

Sharon Blinkoff

Counsel, **Locke Lord LLP**
Secretary and General Counsel
**Independent Cosmetic Manufacturers and
Distributors** (New York, NY)

Pamela Jo Busiek

President and CEO
**Independent Cosmetic Manufacturers and
Distributors** (Dallas, TX)

Our accomplished co-chairs will review the most impactful points of the current proposed bills in the House and Senate and how each might affect the industry. Points of discussion include:

- Analysis of the Safe Cosmetics Modernization Act and the Personal Care Products Safety Act
 - » Similarities and Differences
- Assessing the position of major industry trade groups on these bills
- Finding agreement and industry accord

8:45

Highlighting Current Government Agency Priorities on the Federal Level: Preparing for the Regulation of Cosmetics and Personal Care Products in 2018

Paul M. Hyman

Partner
Hyman, Phelps, & McNamara, P.C.
(Washington, DC)

Donald Keen

Acting Chief of Regulatory Compliance – Region 2
United States Department of Homeland Security
(Washington, DC)

Peggy Otum

Partner
Arnold & Porter Kay Scholer LLP
(San Francisco, CA)

Recent changes to the leadership of regulatory agencies and the Trump Administration's 2-for-1 rule have created some uncertainty about the future of federal regulation of the Cosmetics and Personal Care Industry. Our panel will discuss current enforcement priorities and the most important regulations to watch as well as recent related case law to give context as to how these rules are being interpreted and enforced. In addition, there will be a discussion of pending regulations, recent comment periods, potential regulatory impacts of pending legislation, and other future changes on the horizon that all companies should prepare for.

9:45

KEYNOTE ADDRESS

Spotlight on the Food and Drug Administration's Continuing Priorities for the Cosmetics Industry

Linda M. Katz, M.D., M.P.H.

Director, Office of Cosmetics and Colors
Acting Chief Medical Officer for Food Safety
and Applied Nutrition
Food and Drug Administration (College Park, MD)

10:30

Morning Coffee Break

11:00

The New Face of Enforcement: A Deep Dive into Current State Level Priorities and Regulations

Matthew Kaplan

Partner
Tucker Ellis LLP (Los Angeles, CA)

- Examining the similarities and differences between the various state regulations
 - » Identifying possible conflicts
 - » Creating best practices for ensuring compliance across the U.S.
- Reviewing recent state actions against Cosmetics and Personal Care companies
- Discussing recent trends in state regulation and enforcement and what to expect in the near future
- Spotlighting California, Florida, Louisiana, and other states with specific cosmetics regulations and enforcement

12:00

Networking Luncheon

1:15

Primed for Success: Understanding the Risks and Benefits of Going Global

James Thompson

President & CEO
Thompson Labs LLC (Cincinnati, OH)

- Differentiating labeling requirements for other countries
- Determining what reporting, record keeping, testing, and other requirements your company will need to comply with
- Developing strategies for choosing the right countries to expand to by analyzing:
 - » Cost of producing new packaging
 - » Whether products may need to be reformulated
 - » Your product name or company name and if their translations pose any possible issues
 - » Registration requirements for products or ingredients and costs associated
- Best practices for protecting your company from unnecessary risk when launching your product overseas

2:15

Polish Your Ads: Developing Compliant Claims and Ensuring You Have the Best Possible Substantiation

Rebecca Brunswick

Executive Director & Chief Marketing and
Intellectual Property Counsel
Avon (New York, NY)

Andra Dallas

Counsel, Claims Substantiation, R&I
L'Oreal USA (New York, NY)

Eric Spengler

SVP R&D & Chief Commercialization Officer
Living Proof (Cambridge, MA)

Annie Ugurlayan

Assistant Director – Communications
**National Advertising Division of the Advertising
Self-Regulatory Council** (New York, NY)

- Discussion of recent NAD decisions impacting the industry
- Analyzing the latest claims such as Made in the USA and "free-from"
 - » Understanding when to avoid them
 - » Devising creative ways to make them work for your company while staying compliant
- Understanding the type of substantiation required for your claim
- Strategies for creating the best possible testing plans and consumer studies

3:30

Afternoon Refreshment Break

3:45

Imports and Inspections: Uncovering Common Challenges and Implementing Plans to Avoid Needless Delays

Frederick A. Stearns

Partner

Keller and Heckman LLP (Washington, DC)

- Assessing how the FDA, DHS, and other agencies work together in the context of an inspection
- Knowing what the Government will be looking for during an inspection
- Understanding what documentation and proofs you may need to speed along the process
- Distinguishing a valid investigation or hold from a fishing expedition and how your company should handle each scenario
- Discussing the impact of the ORA change to topic area specialized inspectors and what has been seen already

4:15

Maintaining Brand Reputation: Creating Plans to Combat Diversion and the Sale of Counterfeit Goods

Ayelet Faerman

Counsel & Operations

OFRA Cosmetics, LLC (Pompano Beach, FL)

Counterfeiting and diversion can cost companies millions a year, not including the damage they can bring to your company's reputation. From small to large, no companies are immune from these problems and it is imperative that companies are educated on how to minimize potential risks. Our top-notch faculty will discuss some of the nightmare situations they have encountered and techniques they have developed along the way. Some concepts they will discuss include:

- Deciding whether to use an outside company, create an in-house team, or rely on consumer notifications to find possible diversion or knock-off threats
- Determining the means by which to investigate alerts of potential grey market or fake merchandise sales
- Understanding the steps to take to stop these distributors and when to involve law enforcement

5:15

Conference Adjourns to Day Two

MAIN CONFERENCE DAY TWO | WEDNESDAY MARCH 7, 2018

7:15

Continental Breakfast

8:15

Co-Chair's Opening Remarks and Recap of Day One

8:30

Always Judge a Product by its Label: An Overview of Current Labeling Laws, Regulations, and Case Law

Sharon Blinkoff

Counsel, **Locke Lord LLP**

Secretary and General Counsel

Independent Cosmetic Manufacturers and Distributors (New York, NY)

- Deep-dive into the FDA Regulations regarding labeling of cosmetics and personal care products
 - » Understanding the foundations of labeling, including placement, form, and content
 - » Determining what information is mandatory, optional, and entirely prohibited from appearing on your packaging
 - » Grasping the idea of unfair and deceptive labeling to avoid unnecessary delays and enforcement actions
 - » Discussing the parties involved in creating a cosmetic or personal care product and how each ties into the labeling and packaging process
- Incorporating state-specific requirements into your label
 - » Handling consumer confusion about Prop 65 warnings when selling in other states
 - » Applying state regulations dealing with labeling requirements for children's products

9:30

When Things Go Wrong: Addressing Public Relations Mishaps and Building and Maintaining Brand Reputation in the Cosmetic and Personal Care Industries

Nick Barnhorst

Vice President, Legal Counsel

Fresh, Inc. (New York, NY)

Jennifer Malloy

Associate General Counsel

Guthy-Renker LLC (El Segundo, CA)

Manish Shanbhag

Chief Legal Officer

Edgewell Personal Care (Shelton, CT)

In light of the recent flood of consumer attention on the goods they purchase, attorneys, regulatory professionals and executives in the Cosmetics and Personal Care Products industry need to know how to handle negative attacks against them. Come and hear from industry leaders who have successfully handled public relations and consumer perception problems. This can't miss session will cover:

- What to do when you find yourself in a PR crisis
- How to handle different sides of a PR crisis
 - » Science
 - » Intellectual Property
 - » Legal
 - » Public Affairs/Perception
- Tactics for monitoring situations and learning when to step in

10:45

Morning Coffee Break

11:00

Setting the Stage for a Win: Understanding Key Differences Between Civil Suits and Government Actions to Avoid Paying Unnecessary Damages

Elizabeth Chiarello

Partner

Sidley Austin LLP (Chicago, IL)

Consumer actions are on the rise across the United States and can be incredibly costly for companies to settle and defend. In this session, our panel will discuss some of the often overlooked differences between enforcement actions and civil suits that you can use to nip these cases in the bud. Some topics discussed will include:

- Recent civil cases and trends that will impact the future of cosmetics and personal care law
- Comparing and contrasting which causes of action can be brought in a civil action vs. an enforcement action and when they overlap
- Discovering some of the common mistakes plaintiff's counsel make and how to use them to obtain summary judgment
- Combating cases with improper jurisdiction, incorrect parties, and other possible grounds for dismissal
- Examining cases brought under state regulations such as the California Consumers Legal Remedies Act and Prop 65

12:00

Conference Ends

(Luncheon will be served immediately following conference for Post-Conference Workshop Attendees only.)



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Our conferences and related products connect the power of people with the power of information, a powerful combination for business growth and success.

B POST-CONFERENCE MASTER CLASS WEDNESDAY, MARCH 7, 2018

1:30 pm – 4:30 pm
(Registration begins at 1:00 pm)

Nailed It: Setting Up Flawless Endorsement and Influencer Practices Based on Recent FTC Guidance

Deborah Marrone

Assistant Regional Director, Northeast Region
Federal Trade Commission

In the wake of recent warning letters sent to companies and influencers; a recent order with influencers themselves (CSGO Lotto); and numerous orders with companies concerning their use of endorsers and influencers, Cosmetics and Personal Care companies and their influencers need to carefully review, and possibly revise, their current sponsorship agreements. FTC actions show that both endorsers and the companies who sponsor them can be held liable for failing to disclose material relationships. Learn about recent responses to questions people are asking about the FTC's Endorsement Guides, including information about disclosing material connections between advertisers and endorsers on a variety of social

Thomas Cohn

Director and Senior Counsel, Sales & Marketing
New Avon LLC (New York, NY)

media platforms. Learn what resources you can use to ensure that you are complying with the FTC's Endorsement Guides on every platform.

In this workshop, you will learn about recent FTC orders involving companies' use of influencers and endorsers and the FTC staff's extensive guidance in response to questions people have asked about applying the Endorsement Guides to different types of social media platforms. After preparing you with the basics, there will be an interactive training where attendees will use their skills to review real-life sponsored posts and videos to determine compliance and what could have been done differently.

Continuing Legal Education Credits



Accreditation will be sought in those jurisdictions requested by the registrants which have continuing education requirements. This course is identified as nontransitional for the purposes of CLE accreditation.

ACI certifies that the activity has been approved for CLE credit by the New York State Continuing Legal Education Board.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at www.AmericanConference.com/CLE.

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For more information about this program or our global portfolio of events, please contact:

Esther Fleischhacker

Senior Business Development Executive

Tel: 212-352-3220 x5232 | EF@AmericanConference.com



HOTEL INFORMATION

Hotel: Park Lane Hotel
Online: AmericanConference.com/Cosmetics/Venue
Address: 36 Central Park S, New York, NY 10019
Telephone: 1 (800) 221-4982

SAVE ON YOUR STAY!

American Conference Institute is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. To take advantage of these rates please contact the hotel directly and mention "ACI's March Conference." Alternatively, attendees can book via the reservation link.

3 Ways to Register



ONLINE:
AmericanConference.com/Cosmetics



EMAIL:
CustomerService@AmericanConference.com



PHONE:
1-888-224-2480

Registration Information

Conference Code

866L18-NYC

Registration Type	Register & Pay by January 26, 2018	Register & Pay by February 16, 2018	Register & Pay after February 16, 2018
<input type="checkbox"/> Conference Only	\$1995	\$2095	\$2295
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<input type="checkbox"/> ALL ACCESS PASS* Conference and Both Workshops	\$2995	\$3095	\$3295
<i>All program participants will receive an online link to access the conference materials as part of their registration fee.</i>			
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Delegate Substitutions and Cancellations

You must notify us by email at least 48 hrs. in advance of the conference if you wish to send a substitute participant. If you are unable to find a substitute, please notify us in writing no later than 10 days prior to the conference date and a credit voucher will be issued to you for the full amount paid, redeemable against any other ACI conference in the next 12 months. Delegates may not "share" a pass between multiple attendees without prior authorization.

All cancelled conference registrations will be subject to a cancellation fee of \$350 and applicable taxes. Any product extensions (inclusive of workshops, receptions, masterclasses, etc.) will be subject to a cancellation fee of \$50 and applicable taxes.

If you prefer, you may request a refund of fees paid less the applicable cancellation fee. No credits or refunds will be given for cancellations received within 10 days of the conference start date. No liability is assumed by American Conference Institute for changes in program date, content, speakers or venue. American Conference Institute reserves the right to cancel any conference it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants.

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New York, NY 10010

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