

# FTC/Skechers Twitter Chat Transcript

On May 16, 2012, the FTC announced a settlement with Skechers over its toning shoes. The FTC hosted a Twitter Chat to answer questions from the public about the settlement. A transcript of the promotional tweets, the press conference tweets, and the questions and answers are posted in chronological order for ease of reading. All tweets remain public (without redactions) on the [FTC • d Á \] š š Œ } μ v š](#)

May 14, 2012

Media Advisory: FTC to announce action against major marketer of consumer goods 5/16 at 11am ET [go.usa.gov/Vu#FTCbcp](#)


May 15, 2012

Media Advisory: FTC to announce action against major marketer of consumer goods tomorrow at 11am ET [go.usa.gov/Vu#FTCbcp](#)

Reminder: Tomorrow the FTC will announce an action against major marketer of consumer goods at 11am ET [go.usa.gov/Vu#FTCbcp](#)

May 16, 2012

TODAY: FTC to announce action against major marketer of consumer goods @ 11am: Watch live: [go.usa.gov/Vu](#) tweet us Qs later: #FTCbcp

 Yes! Please join us online later to discuss/ask staff questions :) #FTCbcp

Joining us later & curious how our Twitter chats work? [go.usa.gov/px8](#) You can chat w/ us on Facebook [go.usa.gov/px9](#) #FTCbcp

## Press Conference Tweets

Our press conference starts in 10 minutes! Watch [go.usa.gov/Vu](#) Staff will answer Qs about case on Twitter at 2pm. #FTCbcp

Our press conference is starting soon! Watch [bitly/K6UFxd](#) More info: [go.usa.gov/Vut](#) #FTCbcp

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Vladeck: Skechers, market leader in toning footwear, agrees to pay \$40 million dollars to resolve charges of deceptive advertising. #FTCbcp

FTC says Skechers violated law by making false & unsubstantiated claims about health & fitness benefits of toning shoes Vladeck #FTCbcp

Vladeck: FTC action latest in series of cases dealing w/claims for health bens & 2nd in 8 months against marketer of toning shoes. #FTCbcp

Vladeck: Let me remind marketers once again: either shape up your substantiation or tone down your claims! #FTCbcp

FTC complaint charges Skechers deceptively advertised toning shoes. <https://www.ftc.gov/pa> #FTCbcp

Out? [go.usa.gov/pO](https://go.usa.gov/pO) #FTCbcp

Skechers. Tweet #FTCbcp

in DC. #FTCbcp [www.twitter.com/ksKzBkTI](https://www.twitter.com/ksKzBkTI)

Did you buy Skechers toning shoes? You may be eligible for a refund! Check out [ftc.gov/skechers](https://ftc.gov/skechers) #FTCbcp

On our Business Center Blog: FTC to Skechers: Shape up your advertising claims. <https://www.ftc.gov/pCm> #FTCbcp

Did u hear about our settlement w/ Skechers today? Ask us Qs at 2pm - staff will be available on FB & Twitter [go.usa.gov/pa](https://go.usa.gov/pa) #FTCbcp

Hi! Our chat will be at 2pm EST. Hope you can join us! #FTCbcp

### Twitter Chat Q&A

now about our settlement w/ Skechers. #FTCbcp

We're live w/ Larissa - send us your Qs! We're also answering Qs on our Facebook page: <https://www.facebook.com/FTC> #FTCbcp

Did you buy Skechers toning shoes? You may be eligible for a refund. Learn more: [ftc.gov/skechers](https://ftc.gov/skechers) Have Qs? Ask now! #FTCbcp

Q1 R How did this complaint come about? #FTCbcp

A1 FTC investigations begin in diff ways; we dont disclose specifics. Complaints may come from people, biz, Congress, articles, etc. #FTCbcp

Last chance to ask staff Qs live about Skechers...we're also answering them on our FB page:  
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May 17, 2012

Hi @FTC I just read about the #skechers settlement... why don't you get the celebs who advertise the false claims? #FTCbcp

Hi! At this point we have no evidence that celebs involved knew/should have known claims they were making were deceptive. #FTCbcp