

Sample Advertiser  
Warning Letters –  
English



3. *FTC Website on Business Opportunities*  
<http://www.ftc.gov/bizopps/>;  
<http://www.ftc.gov/bcp/conline/edcams/bizopps/espanol.html> (Spanish version)
4. *Frequently Asked Advertising Questions: A Guide for Small Business*  
[www.ftc.gov/bcp/conline/pubs/buspubs/ad-faqs.htm](http://www.ftc.gov/bcp/conline/pubs/buspubs/ad-faqs.htm)



Office of the Director  
Bureau of Consumer Protection

UNITED STATES OF AMERICA  
**FEDERAL TRADE COMMISSION**  
WASHINGTON, D.C. 20580

TO: Advertiser

RE: Your Business Opportunity Ad

DATE: September 27, 2006

The Federal Trade Commission (FTC) and the law enforcement partners on the attached list saw your business opportunity advertisement during a review of advertising directed to Spanish-speaking consumers. We are writing to remind you that your advertising claims must comply with federal and state law.


The FTC is the nation's consumer protection agency. The FTC Act requires that claims promoting the sale of products or services, including claims that consum

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state and local law enforcement agencies.

Thank you for your time and attention to this important matter.

Sincerely,



Lydia B. Parnes  
Director



Office of the Director  
Bureau of Consumer Protection

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

TO: Advertiser

RE: Health-Related Claims Made in Your Advertising

DATE: September 27, 2006

The Federal Trade Commission (FTC) and the law enforcement partners on the attached list saw your health-related advertisement during a review of advertising directed to Spanish-speaking consumers. We are writing to remind you that your advertising claims must comply with federal and state law.

The FTC is the nation's consumer protection agency. The FTC Act requires that claims made to promote the sale of products or services be truthful and not misleading. Health-related claims, such as the ones made in your advertising, must be supported by competent and reliable scientific evidence. In other words, it is unlawful to make health claims without scientific support at the time you make the claims. Furthermore, consumer testimonials also must be supported by competent and reliable scientific evidence. They are not a substitute for laboratory testing or clinical research. It is also unlawful to exaggerate the benefits of products or services you are promoting or the state of science supporting your claims.

The FTC and our partners have brought many law enforcement actions against marketers who have made false or unsupported claims in their ads for health-related products. For information about these actions, please refer to the FTC's website at <http://www.ftc.gov/bcp/online/edcams/cureall/press.htm> and [http://www.ftc.gov/bcp/online/edcams/ojo/cases\\_health.htm#claims](http://www.ftc.gov/bcp/online/edcams/ojo/cases_health.htm#claims).

We have not determined whether your company is in violation of the law. However, we urge you to review your practices to ensure that they comply with the law. We have saved your advertisement for future reference.

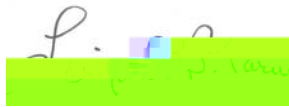
2. *Frequently Asked Advertising Questions: A Guide for Small Business*  
[www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm)

3. *'Miracle' Health Claims - Add a Dose of Skepticism*  
<http://www.ftc.gov/bcp/online/pubs/health/frdheal.htm>. (In Spanish, at  
<http://www.ftc.gov/bcp/online/spanish/health/s-frdheal.htm>)

You should be aware that your advertisement may also be subject to laws enforced by state and local law enforcement agencies.

Thank you for your time and attention to this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Lydia B. Parnes", is written over a bright green rectangular background. The signature is partially obscured by the green background.

Lydia B. Parnes  
Director



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Bureau of Consumer Protection

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

To: Advertiser

RE: Credit Repair Claims Made in Your Advertising

DATE: September 27, 2006

The Federal Trade Commission (FTC) and the law enforcement partners on the attached list saw your credit repair advertisement during a review of advertising directed to Spanish-speaking consumers. We are writing to remind you that your advertising claims must comply with federal and state law.

The FTC is the nation's consumer protection agency. The FTC Act requires that claims made to promote the sale of products or services, including claims about improving consumers' credit records, be truthful and not misleading. Credit repair advertisements, products, and services may also violate the Credit Repair Organizations Act ("CROA"), which, for example, prohibits credit repair organizations from receiving payment before any promised service is "fully performed" and from making any untrue or misleading statement to any consumer with respect to any consumer's credit worthiness, credit standing, or credit capacity. Credit repair ads, products, and services may also violate the federal Telemarketing Sales Rule and applicable state statutes.

The FTC and its partners have brought numerous enforcement actions against marketers deceptively advertising credit repair products and services, including those specifically targeting Hispanic consumers. For information about some of these actions, please refer to the FTC's website at <http://www.ftc.gov/opa/2006/02/badcreditbgone.htm> and [http://www.ftc.gov/bcp/online/edcams/ojo/cases\\_finance.htm](http://www.ftc.gov/bcp/online/edcams/ojo/cases_finance.htm).

We have not determined whether your company is in violation of the law. However, we urge you to review your practices to ensure that they are legal. We have saved your advertisement for future reference. By sending you this notice, we do not waive the right of the FTC or of any of its partners to take law enforcement action against you based on past or future law violations.

We also strongly recommend that you review the following FTC business and consumer education materials:

1. *FTC's Website on Credit*  
<http://www.ftc.gov/credit/>;  
<http://www.ftc.gov/bcp/online/edcams/credit/espanol.htm>



2. *Statutes and Rules on Credit Repair*  
<http://www.ftc.gov/ro/chro/lawenforce.htm>
3. *Frequently Asked Advertising Questions: A Guide for Small Business*  
[www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm)

You should be aware that your advertisement may also be subject to laws enforced by state and local law enforcement agencies.

Thank you for your time and attention to this important matter.

Sincerely,



Lydia B. Parnes  
Director



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Bureau of Consumer Protection

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

TO: Advertiser

RE: Weight Loss Claims Made in Your Advertising

DATE: September 27, 2006

The Federal Trade Commission (FTC) and the law enforcement partners on the attached list saw your weight loss advertisement during a review of advertising directed to Spanish-speaking consumers. We are writing to remind you that your advertising claims must comply with federal and state law.

The FTC is the nation's consumer protection agency. The FTC Act requires that claims made to promote the sale of products or services be truthful and not misleading. Weight loss claims, such as the ones made in your advertising, must be supported by competent and reliable scientific evidence. In other words, it is unlawful to make weight loss claims without scientific support at the time you make the claims. Furthermore, consumer testimonials also must be supported by competent and reliable scientific evidence. They are not a substitute for laboratory testing or clinical research. It is also unlawful to exaggerate the benefits of products or services you are promoting or the state of science supporting your claims.

The FTC and its partners have brought many law enforcement actions against marketers who have made false or unsupported claims in their ads for weight loss products or services. For information about some of these actions, please refer to the FTC's website at <http://www.ftc.gov/bc/ou3>

- C A product safely enables consumers to lose more than three pounds per week for more than four weeks;
- C A product causes substantial weight loss for all users; and
- C A product causes substantial weight loss by wearing it on the body or rubbing it into the skin.

We have not determined whether your company is in violation of the law. However, we urge you to review your practices to ensure that they comply with the law. We have saved your advertisement for future reference. By sending you this notice, we do not waive the right of the FTC or of any of its partners to take law enforcement action against you based on past or future law violations.

We also strongly recommend that you review the following FTC business and consumer education materials:

1. *Dietary Supplements: An Advertising Guide for Industry*  
[www.ftc.gov/opa/1998/9811/dietary.htm](http://www.ftc.gov/opa/1998/9811/dietary.htm) and  
[www.ftc.gov/bcp/online/pubs/buspubs/dietsupp.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/dietsupp.htm)
2. *Frequently Asked Advertising Questions: A Guide for Small Business*  
[www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.htm)
3. *Red Flag Bogus Weight Loss Claims: A Reference Guide for Media on Bogus Weight Loss Claim Detection*  
<http://www.ftc.gov/redflag/>. (In Spanish, at  
<http://www.ftc.gov/bcp/online/spanish/buspubs/s-redflag.htm>.)

You should be aware that your advertisement may also be subject to laws enforced by state and local law enforcement agencies.

Thank you for your time and attention to this important matter.

Sincerely,

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Lydia B. Parnes  
Director