



Bureau of Consumer Protection
Division of Enforcement

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VIA EMAIL

Company website and social media profiles; (2) verifying the origin of individual products; (3) introducing qualified claims, where appropriate; (4) conducting training sessions; and (5) implementing U.S.-origin verification procedures for product development and marketing personnel.

As discussed, to the extent Rogue Fitness promotes its products to government purchasers, it is appropriate for the Company to make truthful claims that products meet the domestic manufacturing requirements of the Buy American Act (“BAA”), 41 U.S.C. §§ 8301-8305.² However, Rogue Fitness should either: (1) limit such claims to marketing materials available only to government purchasers, or (2) qualify claims to avoid consumer deception. As you know, FTC staff is available to work with companies to craft qualified claims that serve the dual purposes of conveying non-deceptive information to consumers and highlighting work done in the United States.

Based on Rogue Fitness’s actions and other factors, the staff has decided not to pursue this investigation any further. This action should not be construed as a determination that there was no violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The Commission reserves the right to take such further action as the public interest may require. If you have any questions, you can