

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

June 20, 2019

Peter C. Marinello Director Electronic Retailing Self-Regulation Program 112 Madison Avenue, 3rd Floor New York, NY 10016

Re: Advertising by Alo, LLC d/b/a Alo Yoga

Dear Mr. Marinello:

The Electronic Retailing Self-Regulation Program referred to the Federal Trade Commission an ERSP compliance investigation involving online and social media advertising by Alo, LLC d/b/a Alo Yoga ("Alo Yoga"). Your referral indicated that ERSP identified endorsement claims on Instagram by Alo Yoga "ambassadors" who received free products or other consideration but failed to disclose their material connections. Your referral noted that Alo

June 20, 2019
Page ?

Accordingly, it applies is not to be construed as a determination technical violandir has how the reserved as a determination technical violandir has how the reserved as a determination of th

Very truly yours,

Carolyn L. I.d.Ir

cc: Andrew P. Holland, Eq., Their Law Misasha S. Graham, Esq., Theirs Law