



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

Division of Advertising Practices

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

