



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

November 13, 2023

Via Federal Express and Email

Ms. Valerie Agyeman

[REDACTED]

Dear Ms. Agyeman:

The Federal Trade Commission ("FTC") is an independent federal agency whose mission is to protect consumers by enforcing laws and rules that promote truth in advertising and fair business practices, and by educating consumers and businesses about their rights and responsibilities. We are writing to express concerns that your marketing practices on Instagram may be deceptive or unfair in violation of the FTC Act.

You posted dietary advice on Instagram endorsing the safety of aspartame. In a June 23, 2023 post available as both an Instagram Video and a Reel, you stated, "The low-cal sweetener aspartame has been repeatedly affirmed as safe," and "[A] person weighing about 150 pounds will always

Ms. Valerie Agyeman
November 6, 2023
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Ms. Valerie A. [redacted]

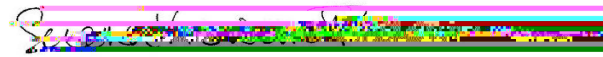
November 5, 2008

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11/11/08

FIC Act, [redacted]

Very truly yours,

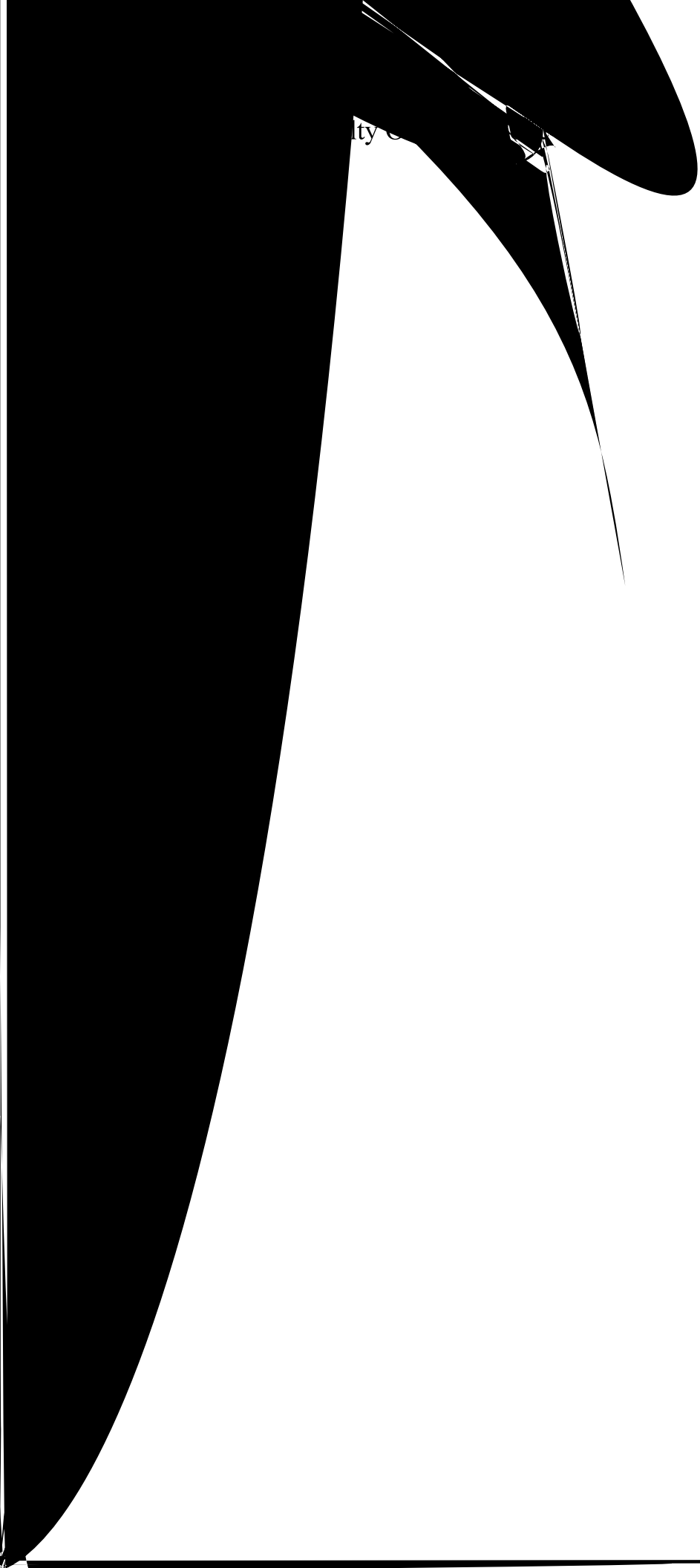


Serena Viswanathan

Associate

Division of [redacted]

Enclosure



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