

**Statement of Chairman Joseph J. Simons and
Commissioners Noah Joshua Phillips and Christine S. Wilson**

In re Sunday Riley Modern Skincare, LLC

November 6, 2020

Today we announce finalization of a consent agreement against Sunday Riley Modern Skincare and its owner, Ms. Sunday Riley. This case is one of several recent FTC enforcement actions challenging fake or deceptive online reviews or endorsements for products and services.¹ These and similar cases seek to ensure that false and deceptive information is removed from the marketplace, enabling consumers to make informed purchasing decisions based on truthful and accurate information. In this case, the Commission's complaint alleges that Ms. Riley and her company polluted the online marketplace by writing and publishing fake positive reviews for
