

An Endorsement is Still Advertising

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John Villafranco breaks down how endorsements are regulated and what guidelines advertisers should adhere to in order to stay out of trouble with the FTC in a new article published by *Nutritional Outlook*. "[Enforcement on Endorsements](#)," explains how endorsements can be very powerful advertising tools, but must comply with the Federal Trade Commission Act Section 5 like all other forms of advertising. The article outlines recommendations for endorsements and guidelines for protecting these advertisements from the FTC's scrutiny.