



John Villafranco Interviewed by Nutrition Industry Executive on FTC Product Claim Notices

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An interview with Partner [John Villafranco](#) on the FTC's recent issuance of nearly 700 penalty offense notices is featured *Nutrition Industry Executive* magazine. Villafranco details the FTC's tactics and what companies can do should they receive a notice.

A key point Villafranco makes is that said he thinks this is primarily a workaround by the FTC to go after companies since they no longer have power to collect monetary fines in federal court cases involving deceptive advertising.

You can read the full story [here](#).