

# John Villafranco Quoted in Nutritional Outlook Discussing Social Media Marketing

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Partner [John Villafranco](#) was quoted in three different articles regarding the marketing of dietary supplements through the use of social media influencers.

“Shoppers usually depend on consultants for well being recommendation,” he says, “and when an influencer makes statements about health-related merchandise, she is, to some extent, holding herself out as an professional. So from a authorized standpoint, that is why having insurance policies and procedures in place to control affect use is crucial.”

Read the full articles [here](#) (*Nutritional Outlook*) and [here](#) (*Duchetridao*).