

Law360 Quotes Partner Gonzalo E. Mon on Potential Changes to FTC's Rules on Health Advertising

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Partner **Gonzalo E. Mon** was quoted in the *Law360* article " FTC Dissent Could Spell End To Strict Health Ad Standard." The article discusses how Federal Trade Commissioner Maureen Ohlhausen recently dissented to a settlement that requires marketers to back up their health benefit claims with two studies. Many advertisers view this requirement as an unreasonably stringent standard for health-and disease-related marketing. Mr. Mon commented that the dissent shows not all FTC commissioners agree with the FTC's standards for health-related claims. "Many companies have been hoping that the FTC would do exactly what Commissioner Ohlhausen recommends... at least companies now have more reason to hope than they did before."