

NAD Addresses Disclosures on TikTok Shop

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The National Advertising Division recently tackled disclosure practices on TikTok Shop, where Procter & Gamble challenged BlueLand's influencer promotions for allegedly failing to make paid relationships clear; some influencers buried #BlueLandPartner tags in captions or omitted disclosures in video content, prompting BlueLand to agree to clearer, more prominent disclosures, while NAD also found that TikTok's "creator earns commission" tag can suffice for affiliate posts. For legal, compliance, and marketing teams, this underscores the importance of tailoring disclosure instructions to influencer relationships and platform formats to meet FTC and NAD expectations for transparency.

Hosted by Simone Roach. Based on a blog post by [Gonzalo E. Mon](#).