

# Partner John E. Villafranco Featured in Privacy & Consumer Protection Law360

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In a *Privacy & Consumer Protection Law360* Q&A, partner John E. Villafranco discusses trends in the field of consumer protection law, including one of the big issues to watch involving how the Federal Trade Commission is defining "competent and reliable scientific evidence" in support of advertising claims. He reflects on the most challenging case he has worked on - the investigation and eventual litigation into claims made for a product called "Slick 50" - and what he has learned throughout his career.