

When the FTC Comes Calling...

[John E. Villafranco](#)

October 30, 2013

A new article published by the Household and Personal Products Industry (HAPPI), "[When the FTC Comes Calling...](#)", explains how to handle product claim investigations. The article outlines what companies can expect in the event of a Federal Trade Commission investigation, especially given that health and performance claims made by companies in the personal care products industry continue to be a focus of the Commission. While there is no typical case, this article discusses what happens when the FTC opens an investigation, how long it can take, and how significant the costs can be.