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September 15, 2022

Discussion with NAD on the FTC's Proposed Endorsement Guide Revisions

Laura Brett, Vice President of BBB National Programs' National Advertising Division (NAD), recently spoke with Jason and Amanda to discuss recent trends at the NAD, along with her reactions to the Federal Trade Commission's proposed updates to the Endorsement Guides that set rules of the road for influencer marketing and the use of consumer reviews in advertising. Comments on the proposed revisions are due to the FTC by September 26, 2022.

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