



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

September 6, 2017

Ms. Farrah Abraham
c/o Avonte Campinha-Bacote, Esq.
Campinha Bacote LLC
1176 Crespi Drive
Pacifica, California 94044

Dear Ms. Abraham:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Teespring products. As I said in my earlier letter, if you are endorsing a brand and have a “material connection” with the marketer (that is, a connection or relationship that might affect the weight or credibility that your followers give the endorsement), then your connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the endorsement. Material connections could consist of a business or family relationship, or your receipt of payment, free products or services, or other incentives to promote the brand.

One of your other Instagram posts, attached to this letter, has recently come to our attention. In a post that appears to show you having a treatment performed on your thigh, you wrote, “Summer got me like ••💙 love my secret @beverlyhillsrejuvenationlv @cdanison #rejuvenate #summer.” This post endorsing Beverly Hills Rejuvenation Center does not disclose whether you have material connection with the business.

Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with the Beverly Hills Rejuvenation Center. If so, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands and businesses with which you have a material connection clearly and conspicuously disclose your relationships.

Please direct your correspondence to Michael Ostheimer or Mamie Kresses of my office. If you have any questions, contact Mr. Ostheimer at (202) 326-2699 or mostheimer@ftc.gov or Ms. Kresses at (202) 326-2070 or mkresses@ftc.gov. Thank you.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director
Division of Advertising Practices



farrah_abraham

Follow

farrah_abraham Summer got me like 🍷💎
love my secret @beverlyhillsrejuvenationlv
@cdanisan #rejuvenate #summer ☐☐☐☐
☐☐

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janeKelly8956 Stupid

allupinmybizznez Cut your head odd. That
will fix your whole body.

bootleg_barbie_ @hugyourhaters lolol I'm
46 and my mom can still ground me!!!
That's the difference of respect. I try so hard
to find some thing to like. She is ambitious
but is it a good ambition?

rachaelmoniz Does that hurt??

kelssjohnston Or why don't you just
workout... I swear people will do anything to
look good other than actually workout and
eat right. Which costs way less than



424,513 views

MAY 26

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