


## U.S. Federal Trade Commission (FTC)

The U.S. Federal Trade Commission (FTC) works to protect consumers by stopping unfair, deceptive, or fraudulent practices in the marketplace. The FTC conducts investigations, sues companies and people that violate the law, develops rules to ensure a vibrant marketplace, and educates consumers and businesses about their rights and responsibilities.

In essence, all advertising must be truthful and not misleading. Before distributing an advertisement, companies must have adequate substantiation for all objective product and income claims.

Read  [Dietary Supplements: An Advertising Guide for Industry](#) for more information.

This guide was created specifically for the dietary supplement industry because of the product claims that marketers were using once DSHEA was enacted. The guide explains how to make certain that claims have appropriate scientific support. (Please refer to  [U.S. Food and Drug Administration \(FDA\)](#) for more discussion on DSHEA.

Through their independent regulations, the FTC and the FDA work together to ensure protection and promotion of public health and truth in advertising.

