

**Date:** [Insert Date]

**To:** [Influencer Name/Agency Name]

**Via Email:** [Influencer Email Address]

**RE: ADVISORY - Mandatory FTC Endorsement Disclosure Compliance**

Dear [Influencer Name],

This letter serves as a formal advisory regarding the advertising and disclosure requirements for your upcoming and ongoing promotional content for [Brand Name].

To ensure full compliance with Federal Trade Commission (FTC) guidelines and consumer protection laws, all sponsored content must adhere to the following standards:

- **Clear and Conspicuous Disclosure:** You must clearly disclose your relationship with [Brand Name]. The disclosure must be easy to see and read.
- **Placement:** Disclosures must be placed "above the fold" or before the "more" button. On video content, the disclosure should appear on the screen long enough to be read and/or be spoken verbally.
- **Approved Language:** Use unambiguous tags such as #Ad, #PaidPartnership, or #[BrandName]Ambassador. Avoid vague terms like #sp, #collab, or "Thanks [Brand]."
- **Honest Opinions:** All claims made about our products must reflect your honest opinion and actual experience. You may not make scientific or technical claims that have not been provided by the brand.

Please be advised that [Brand Name] monitors influencer content for compliance. Failure to include proper disclosures may result in a request to edit the post, removal of the content, or termination of our partnership agreement.

Please acknowledge receipt of this advisory by replying to this email.

Best regards,

[Your Name]

[Your Title]

[Brand Name]