

**Date:** [Insert Date]

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

**Address:** [Insert Address]

**RE: Healthcare Product Endorsement Compliance Advisory**

Dear [Influencer Name],

This letter serves as a formal advisory regarding your recent marketing content dated [Insert Date] featuring [Product Name]. To ensure alignment with regulatory requirements, including FTC and FDA guidelines, please review the following compliance mandates immediately:

**1. Clear Disclosure:** All sponsored content must include a clear and conspicuous disclosure of your professional relationship with [Company Name]. Use visible hashtags such as #Ad or #PaidPartnership at the beginning of the caption or during the first segment of video content.

**2. Substantiated Claims:** You are prohibited from making specific medical or therapeutic claims (e.g., "cures," "treats," or "prevents") that have not been approved by the FDA or provided in the pre-approved brand brief. Do not suggest the product is a substitute for professional medical advice.

**3. Honest Representation:** Any testimonials or reviews must reflect your honest opinion and actual experience with the product. Do not exaggerate benefits or omit known side effects/limitations discussed in the product safety documentation.

**4. Required Action:** Please audit your recent posts for the following items:

- Ensure disclosures are not "hidden" in a string of hashtags.
- Remove any unauthorized health claims identified in the attached appendix.
- Include the mandatory legal disclaimer: "[Insert Specific Disclaimer Text]."

Failure to adhere to these guidelines may result in the immediate termination of our partnership and potential regulatory action. Please confirm receipt of this letter and verify that the requested updates have been made by [Insert Deadline Date].

Sincerely,

[Your Name]

[Your Title/Compliance Department]

[Company Name]