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(Original Signature of Member)

113TH CONGRESS
2D SESSION

H. R. _____

To direct the Federal Trade Commission to submit to Congress a report on the use, in advertising and other media for the promotion of commercial products, of images that have been altered to materially change the physical characteristics of the faces and bodies of the individuals depicted.

IN THE HOUSE OF REPRESENTATIVES

Ms. ROS-LEHTINEN introduced the following bill; which was referred to the Committee on _____

A BILL

To direct the Federal Trade Commission to submit to Congress a report on the use, in advertising and other media for the promotion of commercial products, of images that have been altered to materially change the physical characteristics of the faces and bodies of the individuals depicted.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Truth in Advertising
3 Act of 2014”.

4 **SEC. 2. FINDINGS.**

5 Congress finds the following:

6 (1) Advertisers regularly alter images used in
7 print and electronic media to materially change the
8 physical characteristics of models’ faces and bodies,
9 often altering the models’ size, proportions, shape,
10 and skin color, removing signs of ageing, and mak-
11 ing other similar changes to models’ appearance.

12 (2) An increasing amount of academic evidence
13 links exposure to such altered images with emo-
14 tional, mental, and physical health issues, including
15 eating disorders, especially among children and teen-
16 agers. There is particular concern about the mar-
17 keting of such images to children and teenagers
18 through distribution in teen-oriented publications,
19 advertising displayed in public places outside the
20 home, and online media.

21 (3) Such altered images can create distorted
22 and unrealistic expectations and understandings of
23 appropriate and healthy weight and body image.

24 (4) The dissemination of unrealistic body stand-
25 ards has been linked to eating disorders among men
26 and women of varying age groups, but it has a par-

1 ticularly destructive health effect on children and
2 teenagers.

3 (5) Academic evidence has demonstrated a con-
4 nection between the use of very thin models in ad-
5 vertising and consumer attitudes toward a brand
6 based on such advertising, as well as a material in-
7 fluence of the use of such models on consumer pur-
8 chase intent, conduct, and reliance.

9 (6) In 2011, the American Medical Association
10 adopted a policy encouraging advertising associa-
11 tions to work with public and private sector organi-
12 zations concerned with child and adolescent health
13 to develop guidelines for advertisements, especially
14 those appearing in teen-oriented publications, that
15 would discourage the altering of photographs in a
16 manner that could promote unrealistic expectations
17 of appropriate body image.

18 **SEC. 3. REPORT BY FEDERAL TRADE COMMISSION.**

19 (a) IN GENERAL.—Not later than 18 months after
20 the date of the enactment of this Act, the Federal Trade
21 Commission shall submit to Congress a report that con-
22 tains—

23 (1) a strategy to reduce the use, in advertising
24 and other media for the promotion of commercial
25 products, of images that have been altered to mate-

1 rially change the physical characteristics of the faces
2 and bodies of the individuals depicted; and

3 (2) recommendations for an appropriate, risk-
4 based regulatory framework with respect to such
5 use.

6 (b) INPUT OF EXTERNAL STAKEHOLDERS AND EX-
7 PERTS.—In preparing the report required by subsection
8 (a), the Federal Trade Commission shall solicit input from
9 external stakeholders and experts on the strategy and rec-
10 ommendations required to be included in such report. The
11 Commission, in consultation with the Director of the Na-
12 tional Institute of Mental Health and the Administrator
13 of the Substance Abuse and Mental Health Services Ad-
14 ministration, shall ensure that input is obtained from an
15 appropriate number of stakeholders and experts and, to
16 the extent practicable, from stakeholders and experts that
17 are geographically and culturally diverse and that include
18 stakeholders and experts from the physical and mental
19 health, business, and consumer advocacy communities.