



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

Mary K. Engle
Associate Director

September 6, 2017

Ms. Amber Rose
c/o Walter Mosley, Jr., Esq.
J. Walter Michael & Associates
4400 Coldwater Canyon Avenue, Suite 315
Studio City, CA 91604

Dear Ms. Rose:

As you may recall, I wrote to you in March regarding one of your Instagram posts endorsing Fred and Far. 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.

Four of your other Instagram posts, attached to this letter, have recently come to our attention. In one post showing you wearing a dress, you wrote, “I Love this Dress from @fashionnova! 😍😍😍😍😍😍😍😍😍😍😍😍😍😍😍😍.” Another post shows your son playing tennis and reads, “Pumpkin in @childsplayclothing 🍎.” Neither post discloses whether you have a material connection with the marketer endorsed in the post.

In another post, you are wearing sunglasses and you wrote, “Thank you for having me @eyechic_philly! Check out the website in their bio If you love sunglasses as much as I do 😍.” A fourth post shows you with a man in medical scrubs and you wrote, “Thank you @drjasondiamond for being Amazing and keeping these lines off of my face 🙏🙏🙏 #botox 😍 and your new skincare line #TheDiamondEffect is beyond 🔥🍎.” As my earlier letter explained, a simple “thank you” is probably inadequate to inform consumers of a material connection because it does not sufficiently explain the nature of your relationship; consumers could understand “thank you” simply to mean that you are a satisfied customer.

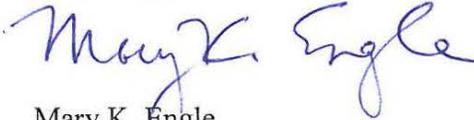
Please provide a written response to this letter by September 30, 2017 advising the FTC staff of whether you have a material connection with each of the brands or businesses that you endorsed in these posts: Fashion Nova, Childsplay Clothing, Eyechic, Dr. Jason Diamond, and Diamond Skin Therapy. If you have a material connection with any of them, please describe what actions you are or will be taking to ensure that your social media posts endorsing brands

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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". The signature is written in a cursive style with a large, looped "E" at the end.

Mary K. Engle
Associate Director
Division of Advertising Practices



amberrose

Follow

amberrose I Love this Dress from @fashionnova! 😍😍😍😍😍😍😍😍😍😍

load more comments

this_is_a_username Since when were trash bags fashion?

kingxbrooklyn I love it to 🍷🍷🍷🍷🍷🍷

stule_r Mad rack

lukas_veshaj m d 24cm

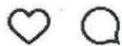
omidnabavi_ 🍷🍷🍷🍷🍷🍷 L love hot girls 🍷🍷🍷🍷

vitorfrnd @luisavintedois

marcgismondii @jasonbousaab k those glasses make you look rearded

__poppi Whores like you killing our future everybody think this type of stuff is cool

tru.nation This ugly ass bitch look like the old lady in monsters inc



289,235 likes

MAY 13

Log in to like or comment.





amberrose

Follow

amberrose Pumpkin in @childsplayclothing 🍁

load more comments

alexcarter.usa Adorable

lullnuggett SCUTE

htx.dels Future xxtentacion, lil cutie

whxch Gosh I want him @toxic.flxwers

jillianulch @flockawakawater

flockawakawater @jillianulch 😊😊 just you wait

crispy_robba Lil wiz!

itss_lonngg @guxhlanibritt

nana_shaka Son of a prostitute

bnnnnnnnnn7 He got shoe gang

air_kevgeez wiz lost.

muwaffaa7 Don't brina ur kid into this !!!



267,648 likes

MAY 21

Log in to like or comment.





amberrose

Follow

amberrose Thank you for having me @eyechic_philly! Check out the website in their bio If you Love sunglasses as much as I do 😊

load more comments

senseidrea So you're in Philly

gwanaz Philly Facts @amberrose

foufoupuppies Wish you can take a look at our lovely pups 🐶🐶🐶❤️ @amberrose

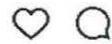
griselda_montana Lips on fleekyyyyy 💋

maytorena_official Me pudieras dedicar un saludo @amberrose porfavor

korotylime @kittenbees @kemekaze if I miss amber in Philly one more time I swear....

bmarshall.dedon 🍷🍷🍷🍷

nicogeneral 🏠👍

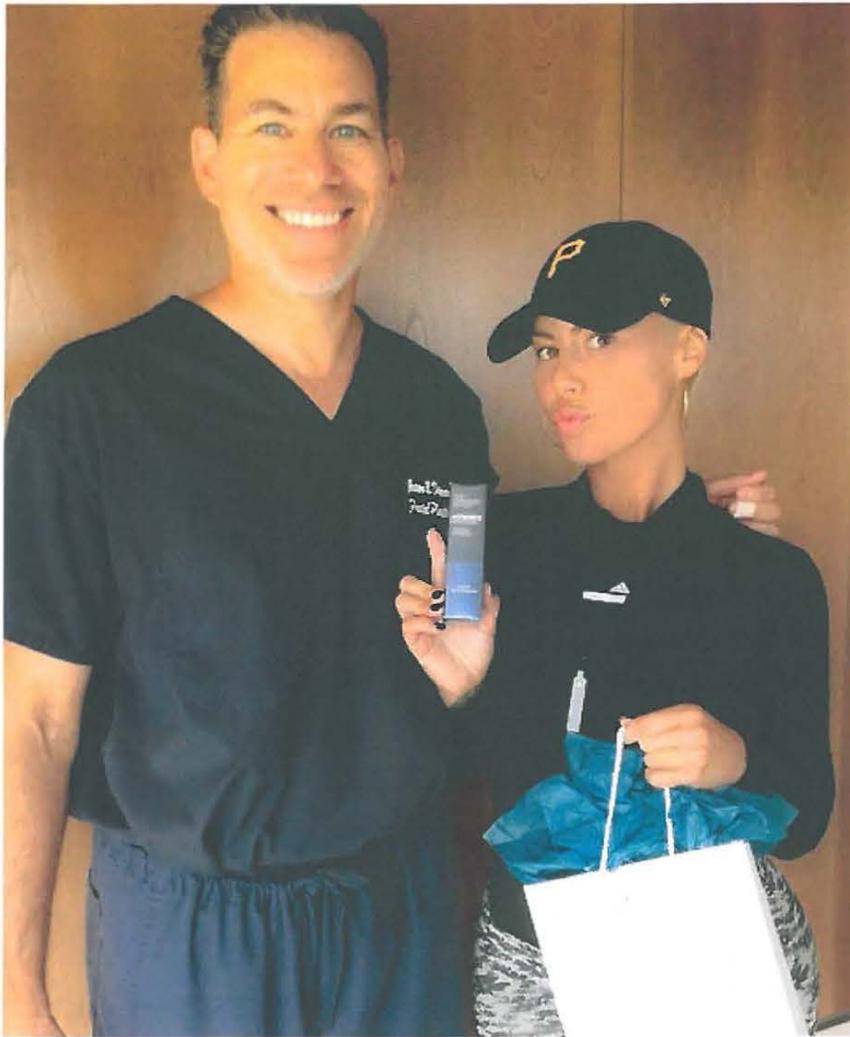


44,645 likes

MAY 22

Log in to like or comment.





amberrose

Follow

amberrose Thank you @drjasondiamond for being Amazing and keeping these lines off of my face 🙌🙌 #botox 😊 and your new skincare line #TheDiamondEffect is beyond 🙌🙌

load more comments

kimmybrat Feminism: getting Botox to look more appealing and young to men

jessicalmclaren ugh ew

ll.becky_.boo.ll You look like Eminem's mom tried having a daughter..

shardaejasmine Amber we're supposed to age...why does everyone care so much about wrinkles?? A woman with wrinkles is wise

kvng_ka_young_baller Lb

anaa_bananaaa I have seen that doctor on a Netflix show! Seems like an amazing



53,723 likes

JUNE 5

Log in to like or comment.

