

Michael Ostheimer is a senior consumer protection attorney in the FTC's Division of Advertising Practices. He has over 28 years of experience investigating and prosecuting deceptive and unfair advertising practices and developing the FTC's advertising policies. Mr. Ostheimer played a lead role in revising the FTC's 2009 [Endorsement Guides](#) (as well as [related materials](#)) to reflect developments such as blogging and social media. He also played a key role in developing the FTC's 2013 [business guidance document](#) on how to make disclosures to consumers in digital advertising (including in the mobile marketplace and on social media platforms). Mr. Ostheimer organized the FTC's [public workshop on native advertising](#) and was a primary drafter of the Commission's 2015 [Enforcement Policy Statement on Deceptively Formatted Advertisements](#), which addresses native advertising. He organized a 2016 [public workshop](#) that examined the testing and evaluation of disclosures that companies make to consumers about advertising claims, privacy practices, and other information. In the non-digital area, he led [Operation Full Disclosure](#) in which staff sent warning letters to more than 60 companies – including 20 of the 100 largest advertisers in the country – that failed to make adequate disclosures in their television and print ads. Throughout his career, Mr. Ostheimer has brought numerous enforcement cases involving weight loss, dietary supplement, food, high-tech and online products and tobacco advertising and engaged in extensive negotiations with a wide range of advertisers. Many of his investigations have involved complex endorsement issues. Mr. Ostheimer also spent four years as a Counsel to the Director of the Bureau of Consumer Protection, providing advice on a wide range of consumer protection matters. He has participated in numerous webinars on endorsement and disclosure issues organized by the private bar and testified regarding the FTC's disclosure requirements in litigation.