



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

November 13, 2023

Via Federal Express and E-mail
Ms. Cara Harbstreet



Dear Ms. Harbstreet:

The Federal Trade Commission ("FTC") is an independent federal agency whose mission is to protect consumers by enforcing laws and rules that promote truth in advertising and fair business practices, and by educating consumers and businesses about their rights and responsibilities. We are writing to express concerns that your marketing practices on Instagram and TikTok may be deceptive or unfair in violation of the FTC Act.

You posted dietary advice on Instagram and TikTok endorsing the safety of aspartame. In one video posted on Instagram and on TikTok on July 6, 2023, you stated, while drinking a diet soda, that "unless you are consuming the equivalent of seventy-five packets a day [of aspartame], you don't have to worry at all." In another video posted on Instagram and on TikTok on July 14, 2023 you asked rhetorically, "So you're [drinking] diet soda 'd' you drink

company on notice that engaging in conduct described therein could subject you to civil penalties of up to \$5,120 per violation¹

Notice of Pen