

# ACI 11th Annual Legal, Regulatory and Compliance Forum on Dietary Supplements

## Location

New York City Bar Association

## Date & Time

Start Date: 06/29/2023

Start Time: 11:15am ET

End Date: 06/29/2023

End Time: 11:45am ET

### Shining a Light on “Dark Patterns”: What Supplement Companies Should Know About a Rising Area of FTC Advertising Enforcement

The FTC and other enforcers are rapidly increasing their focus on “dark patterns” in advertisement designs, which are practices that regulators believe can trick or manipulate consumers into buying products or giving up their privacy.

This spotlight session will explore:

- Specific website design and advertising practices that are currently triggering enforcement activity
- The types of allegations being brought by the FTC in cases where dark advertising patterns are alleged
- How dietary supplement companies can avoid being the next target in this rising wave of deceptive advertising enforcement

## Speakers

Meghan Stoppel

## Sponsor

Council for Responsible Nutrition

## ATTORNEYS



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