

L'Oréal Smooths Things Over With FTC, Reaches Proposed Settlement Regarding Anti-Aging Claims For Its Skin Care Products

Proskauer on Advertising Law Blog on July 15, 2014

On June 30, the Federal Trade Commission announced that it had reached a proposed settlement with L'Oréal USA, Inc. related to the Commission's investigation of anti-aging claims made in advertisements for Lancôme Génifique and L'Oréal Paris Youth Code products. In its complaint, the FTC asserted that L'Oréal falsely represented that the products in these two lines "boost the activity of or target...genes, thereby resulting in visibly younger skin." The advertisements at issue include claims that L'Oréal's products "boost genes' activity," "stimulate the production of youth proteins," and leave the consumer with "visibly younger skin in just 7 days."... [Continue reading](#)

Related Professionals

- **Lee Popkin**
Partner