

113TH CONGRESS
2^D SESSION

H. R. 4341

To direct the Federal Trade Commission to submit to Congress a report on the use, in advertising and other media for the promotion of commercial products, of images that have been altered to materially change the physical characteristics of the faces and bodies of the individuals depicted.

IN THE HOUSE OF REPRESENTATIVES

MARCH 27, 2014

Ms. ROS-LEHTINEN (for herself, Mrs. CAPPS, and Mr. DEUTCH) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To direct the Federal Trade Commission to submit to Congress a report on the use, in advertising and other media for the promotion of commercial products, of images that have been altered to materially change the physical characteristics of the faces and bodies of the individuals depicted.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Truth in Advertising
5 Act of 2014”.

1 **SEC. 2. FINDINGS.**

2 Congress finds the following:

3 (1) Advertisers regularly alter images used in
4 print and electronic media to materially change the
5 physical characteristics of models' faces and bodies,
6 often altering the models' size, proportions, shape,
7 and skin color, removing signs of ageing, and mak-
8 ing other similar changes to models' appearance.

9 (2) An increasing amount of academic evidence
10 links exposure to such altered images with emo-
11 tional, mental, and physical health issues, including
12 eating disorders, especially among children and teen-
13 agers. There is particular concern about the mar-
14 keting of such images to children and teenagers
15 through distribution in teen-oriented publications,
16 advertising displayed in public places outside the
17 home, and online media.

18 (3) Such altered images can create distorted
19 and unrealistic expectations and understandings of
20 appropriate and healthy weight and body image.

21 (4) The dissemination of unrealistic body stand-
22 ards has been linked to eating disorders among men
23 and women of varying age groups, but it has a par-
24 ticularly destructive health effect on children and
25 teenagers.

1 (5) Academic evidence has demonstrated a con-
2 nection between the use of very thin models in ad-
3 vertising and consumer attitudes toward a brand
4 based on such advertising, as well as a material in-
5 fluence of the use of such models on consumer pur-
6 chase intent, conduct, and reliance.

7 (6) In 2011, the American Medical Association
8 adopted a policy encouraging advertising associa-
9 tions to work with public and private sector organi-
10 zations concerned with child and adolescent health
11 to develop guidelines for advertisements, especially
12 those appearing in teen-oriented publications, that
13 would discourage the altering of photographs in a
14 manner that could promote unrealistic expectations
15 of appropriate body image.

16 **SEC. 3. REPORT BY FEDERAL TRADE COMMISSION.**

17 (a) IN GENERAL.—Not later than 18 months after
18 the date of the enactment of this Act, the Federal Trade
19 Commission shall submit to Congress a report that con-
20 tains—

21 (1) a strategy to reduce the use, in advertising
22 and other media for the promotion of commercial
23 products, of images that have been altered to mate-
24 rially change the physical characteristics of the faces
25 and bodies of the individuals depicted; and

1 (2) recommendations for an appropriate, risk-
2 based regulatory framework with respect to such
3 use.

4 (b) INPUT OF EXTERNAL STAKEHOLDERS AND EX-
5 PERTS.—In preparing the report required by subsection
6 (a), the Federal Trade Commission shall solicit input from
7 external stakeholders and experts on the strategy and rec-
8 ommendations required to be included in such report. The
9 Commission, in consultation with the Director of the Na-
10 tional Institute of Mental Health and the Administrator
11 of the Substance Abuse and Mental Health Services Ad-
12 ministration, shall ensure that input is obtained from an
13 appropriate number of stakeholders and experts and, to
14 the extent practicable, from stakeholders and experts that
15 are geographically and culturally diverse and that include
16 stakeholders and experts from the physical and mental
17 health, business, and consumer advocacy communities.

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