
NEW GUIDELINES FOR ADVERTISING TO CHILDREN PROPOSED BY THE FTC



The Federal Trade Commission proposed new guidelines for ads targeting children under the age of 17. The new guidelines state that only those products could be advertised which have the complete and right ingredient profile on the products. The industry has criticized the move made by the government regulators saying that these changes will change the whole outlook of the \$1.6 billion annual business of marketing foods to children.

Read the original article here:

[FTC to Get Mouthful on Guidelines](#)

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