

## **Michelle K. Rusk, JD**

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Michelle Rusk is a senior staff attorney in the Division of Advertising Practices, Bureau of Consumer Protection at the Federal Trade Commission (FTC). The Division is responsible for regulating national advertising matters, including claims about foods, OTC drugs, dietary supplements, cosmetics, alcohol, tobacco and environmental products. Ms. Rusk is responsible for coordination of FTC enforcement activities for dietary supplement and food advertising. She developed the FTC's 1998 *Dietary Supplements: An Advertising Guide for Industry*. Ms. Rusk has also worked on a number of other advertising issues that involve overlapping FDA jurisdiction including the development of the FTC's 1994 *Enforcement Policy Statement on Food Advertising*. Ms. Rusk joined the FTC from private practice in 1990. She graduated from Harvard University and received her J.D. from the Georgetown University Law Center.