



#FTCbcp Twitter Chat: Reebok

Tweets from FTC

The following tweets from #FTCbcp are presented in chronological order for ease of reading (on Twitter, they appear in reverse chronological order). These tweets can be found online at our primary Twitter account: www.twitter.com/FTCgov. Translated tweets (noted below) are available on our Spanish-language Twitter account: www.twitter.com/laFTC.

Tuesday, September 27, 2011

FTC to announce settlement w/major marketer of consumer goods in case involving deceptive advertising: - <http://go.usa.gov/8UP> #FTCbcp

Tomorrow we will host a Twitter chat to discuss new deceptive ad case. Ask Qs from 12:15-12:45 ET using #FTCbcp. Stay tuned for more info!

Chat live tomorrow w/FTC attorneys discussing latest deceptive advertising case from 12:15-12:45pm ET. Use #FTCbcp

Tune in tomorrow at 12:15pm ET to discuss newest deceptive ad case w/ FTC attorneys: - <http://go.usa.gov/8UP> Ask Qs using #FTCbcp

Wednesday, September 28, 2011

Following today's press conference, we're hosting Twitter chat on deceptive ad case. Tweet Qs to #FTCbcp at 12:15pm. - <http://go.usa.gov/8UP>

Reebok to pay \$25 million to refund consumers for deceptive advertising of EasyTone & RunTone shoes: <http://go.usa.gov/8yH> #FTCbcp

Reebok pagará \$25 millones en reembolsos para resolver cargos por publicidad engañosa de zapatos EasyTone y RunTone <http://go.usa.gov/8y6> #FTCbcp

David Vladeck, Director, BCP, now discussing FTC's proposed settlement w/ Reebok. Watch live: <http://ow.ly/6HjHu> #FTCbcp

National advertisers need to exercise some responsibility & ensure their claims for fitness gear R supported by science. – Vladeck #FTCbcp

IMAGE: David Vladeck @ FTC press conference saying Reebok will pay \$25 million to consumers for deceptive ad: [twitpic.com/6rw7r4](https://twitter.com/6rw7r4) #FTCbcp

Did you buy EasyTone or RunTone shoes? If yes, here's info on how to get your refund: <http://go.usa.gov/8yL> #FTCbcp

¿Compró calzado model EasyTone o RunTone de marca Reebok? Podría recibir un reembolso. <http://go.usa.gov/8ye> #FTCbcp

Need tips on buying fitness gear? Check out: How's that work-out working out? <http://go.usa.gov/8yw> #FTCbcp

Vea consejos de la FTC para comprar equipos de ejercicio. <http://go.usa.gov/8yv> #FTCbcp

Questions about FTC's proposed settlement w/Reebok? Join our Twitter chat today at 12:15pm! Tweet #FTCbcp.

Participating in #FTCbcp Twitter chat today? Please read FTC's Twitter Privacy Impact Assessment: <http://go.usa.gov/8Rd>

Our #FTCbcp Twitter chat on FTC's proposed settlement w/Reebok is starting in 5 mins! We'll tweet some background now.

Reebok made unsupported claims that its toning shoes would strengthen & tone leg & butt muscles more than regular shoes. #FTCbcp

FTC settlement bars Reebok from making any health/fitness claims 4 toning shoes/apparel unless claims R true & backed by science. #FTCbcp

Reebok also barred from misrepresenting any tests, studies, or research results regarding toning shoes & other apparel. #FTCbcp

Reebok will pay the FTC \$25 million to refund consumers as part of the settlement. Submit claims here: <http://go.usa.gov/8yL> #FTCbcp

Good afternoon! Attorneys Larissa Bungo & Dana Barragate from FTC's Cleveland office here for #FTCbcp. Qs about our case w/Reebok?

Q1. RT [REDACTED] What's this mean for advertisers? #FTCbcp

A1. All advertisers need support for claims they make about their products before they make them. <http://go.usa.gov/8yL>

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██████████ Hi! Today's chat is focused on our settlement w/ Reebok. You can call our press office w/ other Qs: 202-326-2180. [#FTCbcp](#)

Have questions about our settlement with Reebok? We have staff standing by to answer them! [#FTCbcp](#)

Q2. RT ██████████ [@FTCgov](#) what about shape ups? [#FTCbcp](#)

A2. Settlement covers Reebok only. Overall msg is that claims must be substantiated when they are made regardless of product. [#FTCbcp](#)

Last chance for questions on our settlement with Reebok! [#FTCbcp](#)

That's all the time we have for #FTCbcp. Thank you everyone for participating!