

## HR 4445

Truth in Advertising Act of 2016

**Congress:** 114 (2015–2017, Ended)

**Chamber:** House

**Policy Area:** Commerce

**Introduced:** Feb 3, 2016

**Current Status:** Referred to the Subcommittee on Commerce, Manufacturing, and Trade.

**Latest Action:** Referred to the Subcommittee on Commerce, Manufacturing, and Trade. (Feb 5, 2016)

**Official Text:** <https://www.congress.gov/bill/114th-congress/house-bill/4445>

### Sponsor

**Name:** Rep. Ros-Lehtinen, Ileana [R-FL-27]

**Party:** Republican • **State:** FL • **Chamber:** House

### Cosponsors (14 total)

Cosponsor	Party / State	Role	Date Joined
Rep. Capps, Lois [D-CA-24]	D · CA		Feb 3, 2016
Rep. Cartwright, Matt [D-PA-17]	D · PA		Feb 3, 2016
Rep. Deutch, Theodore E. [D-FL-21]	D · FL		Feb 3, 2016
Rep. Ellison, Keith [D-MN-5]	D · MN		Feb 3, 2016
Rep. Gallego, Ruben [D-AZ-7]	D · AZ		Feb 3, 2016
Rep. Hastings, Alcee L. [D-FL-20]	D · FL		Feb 3, 2016
Rep. Kaptur, Marcy [D-OH-9]	D · OH		Feb 3, 2016
Rep. Lewis, John [D-GA-5]	D · GA		Feb 3, 2016
Rep. McGovern, James P. [D-MA-2]	D · MA		Feb 3, 2016
Rep. Takano, Mark [D-CA-41]	D · CA		Feb 3, 2016
Rep. DeFazio, Peter A. [D-OR-4]	D · OR		May 11, 2016
Rep. Lieu, Ted [D-CA-33]	D · CA		May 24, 2016
Rep. Lofgren, Zoe [D-CA-19]	D · CA		May 26, 2016
Rep. Lee, Barbara [D-CA-13]	D · CA		Nov 15, 2016

### Committee Activity

Committee	Chamber	Activity	Date
Energy and Commerce Committee	House	Referred to	Feb 5, 2016

### Subjects & Policy Tags

**Policy Area:**

Commerce

## Related Bills

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*No related bills are listed.*

## Summary (as of Feb 3, 2016)

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### Truth in Advertising Act of 2016

This bill directs the Federal Trade Commission (FTC) to submit a report to Congress assessing the prevalence, in advertisements and other media for the promotion of commercial products and services in the United States, of images that have been altered to materially change the appearance and physical characteristics of the faces and bodies of the individuals depicted. The report must contain: (1) an evaluation of the degree to which such use of altered images may constitute an unfair or deceptive act or practice, (2) guidelines for advertisers regarding how the FTC determines whether such use constitutes an unfair or deceptive act or practice, and (3) recommendations reflecting a consensus of stakeholders and experts to reduce consumer harm arising from such use.

The FTC must solicit input, to the extent practicable, from: (1) stakeholders that are geographically and culturally diverse; and (2) experts from physical and mental health, business, consumer advocacy, and advertising industry communities.

### Actions Timeline

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- **Feb 5, 2016:** Referred to the Subcommittee on Commerce, Manufacturing, and Trade.
- **Feb 3, 2016:** Introduced in House
- **Feb 3, 2016:** Referred to the House Committee on Energy and Commerce.