

November 30, 2016

Jessica L. Rich
Director Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Mary K. Engle
Associate Director
Division of Advertising Practices Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear Ms. Rich and Ms. Engle:

Undisclosed paid product endorsements continue to persist as a serious problem on Instagram, and the Federal Trade Commission (FTC) has yet to take action to enforce its policy, which states that paid endorsements should be identified with #advertisement or #ad. The letter that we sent to the FTC on September 7, 2016¹ details the problems surrounding this practice and includes over 100 examples of posts that violate FTC policy. We again request that the FTC engage in an affirmative effort to change the culture around paid endorsements on Instagram, and that it act promptly and aggressively. Enforcement actions should be taken against serial offenders, marketing agencies and endorsers that continue to violate FTC policy.

Please see the attached appendix for a collection of 50 recent examples² of undisclosed influencer posts on Instagram. All of these examples were posted during the time period of September 1, 2016 - November 14, 2016. This document does not represent a complete inventory of posts that violate FTC policy on Instagram, and we suspect that there are thousands more not reflected in this document, especially among influencers with small followings.

Recent examples demonstrate that lesser known celebrities and influencers with smaller followings are dominating the influencer market on Instagram. Websites specifically designed to connect brands with average Instagram users for the purpose of advertising products have recently emerged. Websites owned by Influenster and Bzzagent send users free products in exchange for reviews and social media posts. Once a user receives a free sample, they are encouraged to post a photo on Instagram to advertise the product to their friends. The more posts promoting a product that a user makes, the more free products they receive. Although Influenster's website directs users to use a discloser,³ our survey suggests that most fail to do so and only tag Influenster and the brand being promoted.⁴ Bzzagent does not instruct influencers to use the proper #advertisement or #ad disclosure at all. Instead, it instructs influencers to use #GotItFree or #GotACoupon.⁵

Undisclosed paid endorsements from average consumers represents a dangerous trend that the FTC must address, since people generally place more trust in recommendations made by their

peers and have no reason to believe that their friends, colleagues and family are engaging in paid product promotion. Thus, companies are preying off of the trust and relatability of smaller level influencers. We encourage the FTC to investigate Influenster and Bzzagent's disclosure policies and communication practices with influencers.

Undisclosed paid product endorsements on Instagram are a consistent and dangerous problem that is not going away. We urge the FTC to act immediately, aggressively and comprehensively to protect consumers from this deceptive advertising practice. We request that the FTC investigate the serial non-compliance with FTC's endorsement policy among Instagram "influencers" and hold those who violate FTC policy accountable.

We would be pleased to meet with you to discuss these matters.

Sincerely,

Robert Weissman
President, Public Citizen

Kristen Strader
Campaign Coordinator, Commercial alert

Josh Golin
Executive Director, Campaign for a Commercial-Free Childhood

Jeffrey Chester
Executive Director, Center for Digital Democracy

¹ Public Citizen (2016). Retrieved from <http://www.citizen.org/documents/Letter-to-FTC-Instagram-Endorsements.pdf>.

² See Appendix A

³ Influenster (2016). Inflenster 101: Proper Disclosure. Retrieved from <https://www.inflenster.com/article/inflenster-101-proper-disclosure>.

⁴ See Appendix B

⁴ Bzzagent (2016). Disclosing online. Retrieved from <https://www.bzzagent.co.uk/pg/DisclosureSupport>.

Appendix A

Table of Contents

Fashion	Images 1-9
Beauty Products.....	Images 10-21
Fitness and Weight Loss.....	Images 22-35
Food and Beverage	Images 36-44
Other.....	Images 45-50

1. Endorser: David Beckham

Brand: H&M

Followers: 29.9m

<https://www.instagram.com/p/BK0AtH3BrcF/?taken-by=davidbeckham&hl=en>



2. Endorser: Lucy Hale

Brand: We The Dreamers

Followers: 16m

<https://www.instagram.com/p/BMkKu-EBGE0/?taken-by=lucyhale&hl=en>



3. Endorser: Ryan Reynolds

Brand: Piaget

Followers: 7.1m

<https://www.instagram.com/p/BH4uW9lBq5W/?taken-by=vancityreynolds>



4. Endorser: Emily Ratajkowski

Brand: Daniel Wellington

Followers: 8.9m

<https://www.instagram.com/p/BMCjEJVda2E/?taken-by=emrata&hl=en>




5. Brand: LuLa Roe

Endorser: Lindsey Wheeler

Followers: 36.6k

<https://www.instagram.com/p/BMeoJB5Dq5f/?taken-by=lularoelindseywheeler>



 **lularoelindseywheeler**
LuLaRoe Lindsey W... [Follow](#)

796 likes 23h

lularoelindseywheeler A LuLaRoe Carly dress and a camel vest, perfect for a cool Sunday morning ☀️ Off to church with my sweet little family, wishing you a wonderful day with the ones you love too 🥰❤️ XoXo Linds™ #lularoecarly #lularoe #lularoe #lularoelindseywheeler #fallfashion #teamlularoeloves #wiv #ootd #momboss #sundayfunday #pinstyle #simplycomfortable

nikkipowell08 Cutest Lularoe consultant EVER!

ontobonazzola 🥰🥰🥰 Cute pic!

molney12 I adore your posts 🥰 awesome fashionista 🥰

motorcitylove You always look perfect and I love your hair cut, love

lularoe_jessicapreece Simply Amazing you are!!! 🥰❤️

🤍 Add a comment... 🌐

6. Endorser: Rickie Fowler

Brand: PUMA

Followers: 1m

https://www.instagram.com/p/BKwTQaThw_V/?taken-by=rickiefowler&hl=en



 **rickiefowler** [Follow](#)

173k views 3w

rickiefowler The new #IGNITEvoKNIT is 🔥🔥🔥 #RunTheStreets @PUMA

[view all 242 comments](#)

kayleehuh looks so nice!! 🥰🥰

thedavidputman @jordanmumford

joeatomare16 @ben.chesak bruuuuh

ricky__1313 @jr.crewse

trond_ole 🥰🥰🥰

alexellison3 @derjmeng omg

dilo1492 @tybell_22_

bmass_d @akrowdy you see these?

akrowdy @bmass_d nope but they flashy

dilo1492 @k_johnson523

khoivan25 @kh.linhtran hợp này nè 🤔

tuftonthemastiff @siobhanhow 🤔🤔🤔
[View all comments](#) @rickiefowler

🤍 Add a comment... 🌐

7. Endorser: Kris Jenner

Brand: Arthur George

Followers: 15.4m

<https://www.instagram.com/p/BMSxVmTA1xY/?taken-by=krisjenner&hl=en>



8. Endorser: Heidi Klum

Brand: MCM

Followers: 3.2m

<https://www.instagram.com/p/BMIyMV7AEcg/?taken-by=heidiklum&hl=en>



9. Endorser: Demi Lovato

Brand: New York Color Canada

Followers: 48.4m

<https://www.instagram.com/p/BKtSitkgPgZ/?taken-by=ddlovato&hl=en>



10. Endorser: Chrissy Teigen

Brand: Lamer

Followers: 8.8m

<https://www.instagram.com/p/BKzNPzygC8n/?taken-by=chrissteigen>



11. Endorser: Amadea Muse

Brand: Lime Crime

Followers: 450k

https://www.instagram.com/p/BMobjNbg7M/?taken-by=amadea_dashurie



5,732 likes 5h

amadea_dashurie Thank you so much @limecrimemakeup 🍷🍷
Love these products, amazing pigmentation, gorgeous shades! 🌈
#limecrime #limecrimemakeup #amadea_dashurie

view all 47 comments

carla_ramirez26 Estos decias? @hi_oOps23

beccabdias 🍷+🍷+🍷+🍷+

collectvbeauty 🍷

exteriorglam 🍷🍷🍷

militzayovanka Looove their lipsticks! 🍷

anafontanetta Geeeeente @lariscrivo

@lauramnds @g garbellotto irvejinha

margotjohnson_ makes me feel broke

@franswasurf

has_date @franswasurf

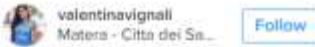
🍷 Add a comment... 🍷🍷🍷

12. Endorser: Valentina Vignali

Brand: Hair Burst

Followers: 691k

<https://www.instagram.com/p/BMeihtVhO4S/?tagged=hairburst>



17.8k likes 4d

valentinavignali I'm trying the new chewable @hairburst hearts! Simply chew two hearts per day to give your hair all the vital ingredients it needs. Hairburst will protect your hair this winter and will reduce breakages. Order now from 🍷 hairburst.com #Hairburst #HealthyHair #Lovelt 🍷🍷🍷🍷🍷🍷

view all 59 comments

fabio_64__ Stupenda la giovinetta 🍷

perseguire @valentinavignali mi sa che fa gente più che comprare il prodotto vuole le tue tette.

erik_simi Le tue pubblicità servono a ben poco, tanto nessuno guarderà mai il prodotto con quelle tette.

manking07.official Beautiful eyes drawn on a charming face

carlo_dellolio 🍷🍷🍷

🍷 Add a comment... 🍷🍷🍷

13. Endorser: Kourtney Kardashian

Brand: Manuka

Followers: 48.5m

<https://www.instagram.com/p/BMEIsADIGfk/?taken-by=kourtneykardash&hl=en>



kourtneykardash

Follow

2m views

1w

kourtneykardash I love the ApiRefine Illusionist Rapid Lift Mask for instantly smooth, plump and firm skin. The 10 minute skin miracle from @manukadr! Plus, it's on sale at the moment! #ManukaAmbassador #BeingKourtney

view all 812 comments



Add a comment...



14. Endorser: Nathan Lassyri

Brand: Amour Noir

Followers: 849

<https://www.instagram.com/p/BMhf4M7DrcF/?taken-by=nathan.lassyri>



nathan.lassyri

Follow

122 likes

2d

nathan.lassyri Soooo excited to test this out @amournoirpolish 🤩 I'm gonna be hitting the streets like 🤩🤩🤩🤩 #amournoir #smile #happy



Add a comment...



15. Endorser: Jenni JWOWW

Brand: FabFitFun

Followers: 4.7m

<https://www.instagram.com/p/BK8cJ21jYfe/?taken-by=jwoww&hl=en>



 jwoww

Follow

20.3k likes

2w

jwoww This is some serious #boxgoals right here. So in love with my fall box from @fabfitfun. The ModCloth scarf is so cute and cozy and there are so many new beauty products that I can't wait to try (like the night serum, eyeshadow palette by Pure Cosmetics, brow gel and so much more!) Use code JENNI at www.fabfitfun.com for \$10 off if you don't already get their boxes. You will not be disappointed! #fabfitfun #fffpartner

view all 75 comments

lesliewilliams2010 Love mine too! Wish we could hang out with our scarves on and sip coffee from our new cups!! ☺

enchantedvoyages @jwoww what kind of foundation do you use?

__angelak__ Mom, I wanna get these boxes! Sarah gets them and gets such cool stuff! @mother.04

♥ Add a comment...

...

16. Endorser: Jamie Lynn Spears

Brand: FabFitFun

Followers: 1.2m

<https://www.instagram.com/p/BK1JNLGB9Cs/?taken-by=jamielynnspears&hl=en>



 jamielynnspears

Follow

9,577 likes

5w

jamielynnspears Y'all, I'm obsessed with the new @FabFitFun Fall box! I've been using the brow gel and eye shadow every day and they've completely changed my outlook on makeup. You can use the code JLS for \$10 off at www.fabfitfun.com, if you don't already subscribe... Best decision I've ever made. #fabfitfun #fffpartner

view all 50 comments

tatumdavissolis88 @jamielynnspears yes the socks are awesome for yoga! I always get good stuff in @fabfitfun for

♥ Add a comment...

...


17. Endorser: Kim Zolciak-Biermann

Brand: FabFitFun

Followers: 2.2m

<https://www.instagram.com/p/BMR6xu7Bdzr/?taken-by=kimzolciakbiermann>



 kimzolciakbiermann [Follow](#)

8,286 likes 1w

kimzolciakbiermann I love @fabfitfun this box is amazing! First off it has one of my favs Oscar Blandi dry shampoo (stay fresh after your workout), the portable power bank (keeps your phone charged on-the-go, Jook and Nona necklace (adorable gold, fall accessory) all the products come full size 🙌❤️ use my code "DONTBETARDY" for \$10 off your first box! www.fabfitfun.com #FabFitFun #FFFPartner #MyFav ❤️

view all 79 comments

hayleygard1985 @kennedynena Did you order a box?

hayleygard1985 @lorsemc67 I would contact them. I know someone posted up they got there first box 2 months later.

boombarapp @kimzolciakbiermann store all your #loyaltycards #storecards #rewardcards on your #iPhone or #Android for some sweet deals

🤍 Add a comment... ...

18. Endorser: Maci Bookout McKinney

Brand: fatfitfun

Followers: 3.3m

<https://www.instagram.com/p/BKimdn8h3yl/?taken-by=macideshanebookout>



 macideshanebookout [Follow](#)

18.1k likes 4w

macideshanebookout 🙌 Another season, another amazing box. Thanks @fabfitfun. Use code MACI for 20% off your fall box at www.fabfitfun.com. [Six of the products from this box are from female-founded companies. Love that they're supporting fellow #girlbosses] #fffpartner #fabfitfun

view all 63 comments

christinabellitti_ @angienewman5 hers has the scarf!

angienewman5 Not worth over \$200! about think lol

🤍 Add a comment... ...

19. Endorser: Ashley Benson

Brand: Nip and Fab

Followers: 14.5m

<https://www.instagram.com/p/BLwC3hZho7O/?taken-by=itsashbenzo>



 itsashbenzo Follow

304k likes 2d

itsashbenzo @nipandfab Dragons Blood Serum is great, it hydrates my skin like nothing else! Thanks @ultabesity, @mesrodiaf @nipandfab #sp

view all 595 comments

[_prettylittellars_fanpage_1](#) (11/11)

[wwwhamid1369](#) heloo

[brittanyward0409](#) love your show pretty little lies

[pll.freeform](#) Cute

[x_____pll](#) Hi I'm another pll fan account ♡ follow meeee

[loloprivatt](#) @patrick hot

[felicity_solberg](#) @prettylifefacts has a huge give away!! Go check it out! @prettylifefacts

[gevropop](#) @laurinejoux 🍷🍷🍷🍷

[wwwhamid1369](#) heloo

♡ Add a comment... ...

20. Endorser: Victoria Beckham

Brand: Estee Lauder

Followers: 12.7m

<https://www.instagram.com/p/BKWNmLJA5F6/?taken-by=victoriabeckham>



 victoriabeckham Follow

67k likes 5w

victoriabeckham Happy Wednesday! X development meetings in NYC us #VBXEsteeLauder X VB

view all 248 comments

[loyinghu](#) 🙏

[acomoyearwood](#) Lb

[tanyaivanen](#) И еще фото использованной туалетной бумаги можно?

[minaev94](#) 🗣️ Actors needed for a new film All age, timely payment, open auditions in CINEMA USA 🗣️

[norasandvik_delliah](#) I need those wipes🙏

[zlobina17](#) 🙏 you want to work in a movie men AND women, payment at the end of the project actors needed us only 🗣️

[_davidbulgakov92](#) 🙏 Actors needed for a new show payment at the end of the

♡ Add a comment... ...

21. Endorser: Shay Mitchell

Brand: Biore

Followers: 14.3m

<https://www.instagram.com/p/BLZrgpUBp1O/?taken-by=shaym&hl=en>



22. Endorser: Tiona Fernan

Brand: FlatTummyTea

Followers: 173k

<https://www.instagram.com/p/BLrkAqQhxU7/?taken-by=xttiona&hl=en>



23. Endorser: Alexis Fawx

Brand: FlatTummyTea

Followers: 208k

https://www.instagram.com/p/BLrOKTiD4Wx/?taken-by=alexis_fawx&hl=en



24. Endorser: Farrah Abraham

Brand: FlatTummyTea

Followers: 773k

https://www.instagram.com/p/BMRKdMMFNRB/?taken-by=farrah_abraham&hl=en

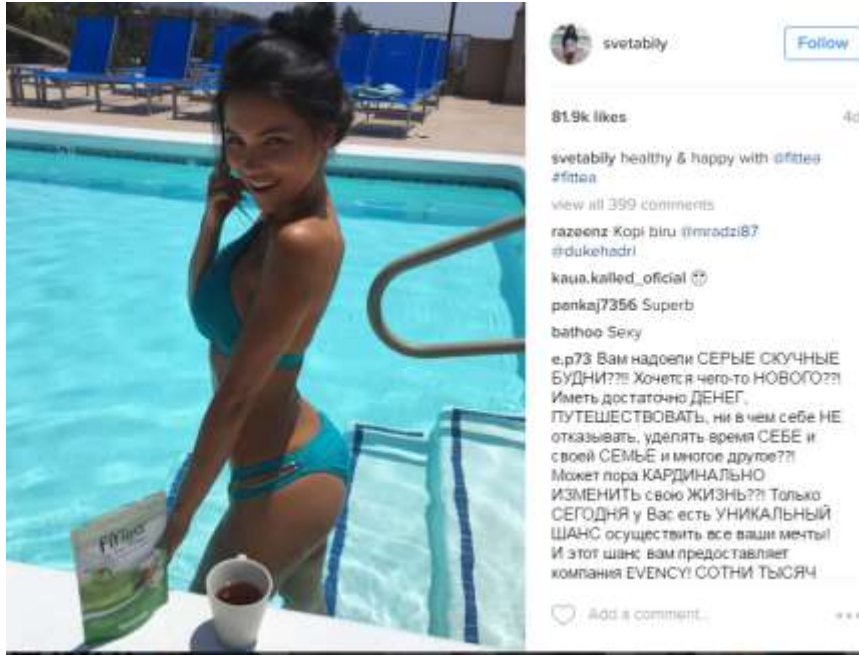


25. Endorser: Sveta Bilyalova

Brand: Fit Tea

Followers: 4.1m

<https://www.instagram.com/p/BLjfEmIAQtH/?taken-by=svetabily&hl=en>



26. Endorser: Maci Bookout McKinney

Brand: FlatBellyTea

Followers: 3.3m

<https://www.instagram.com/p/BMzpglYhXFE/?taken-by=macideshanebookout&hl=en>



27. Endorser: Stephanie Pratt

Brand: Thermo Thrive

Followers: 804k

<https://www.instagram.com/p/BKIJV6SgeVI/?taken-by=officialstephpratt>



 officialstephpratt [Follow](#)

2,259 likes 4w

officialstephpratt Time to train @jasonbonept I've taken my #ThermoThrive w breakfast & bringing my water bottle w a scoop of #electrodrink ☺️ #tobehonestystephanie www.nutritionbysteph.com #energy #metabolismboost #endurance

minimiabows 🌟

paristylecm Xoxo from Roma 🍷

supermotoman_173 Enjoy

theo_bayssat There you go 🍷

bethankemp @laura_m1990

statement_gem @officialstephpratt we'd love to send you some jewels 🍷

astridclarke 🍷

chynahmajor I got my bottle today 🍷 thank you @officialstephpratt 🍷

 Add a comment... 

28. Endorser: Denice Emoberg

Brand: Nutramino

Followers: 362k

<https://www.instagram.com/p/BLdQU6gIde/?taken-by=deniceemoberg>



 deniceemoberg [Follow](#)

1,563 likes 3w

deniceemoberg This is a new pre workout product from @nutramino 🍷 I have tried it a couple of times now and WOW I like it, you can read more about them on the blog @deniceemoberg 🍷

deniceemoberg #Nutramino #gymshark #deniceemoberg #icanwill #fitness #fit #fitspo #workout #bodybuilding #gym #training #healthy #motivation #getfit #eatclean #exercises #workoutvideos #recipes #flex #instafitness #gym #trainhard #dedication #muscles #shredded #girlswholift #glutes #trainlikeagirl #noexcuses #girlswholift #hardworknavsff #artoffitness

 Add a comment... 

29. Endorser: Jazmine Garcia

Brand: EHP Labs

Followers: 260k

<https://www.instagram.com/p/BMC3a3hhAnN/?taken-by=jazzypoo>



 jazzypoo [Follow](#)

5,348 likes 1w

jazzypoo GUESS WAAAAT. As you guys know, I only mention when @EHP Labs has some major plugs for you guys. The last one was BOGO Free on Protein but noooooow we got this. If you purchase an EHP Labs Mystery Bag 🎁 you can get up to \$700 on products for \$97 🤑

Use code JAZZYTREAT for a special gift at check out, weeeee. 🥰

As always, feel free to ask ANY questions regarding this and I'll get back to ya!

[view all 111 comments](#)

jazzypoo @_bflix really! I just checked it and it's working for me. I'd try again :)

_michaldziedzic @vinnyle There she is!

_bflix @jazzypoo yay got it! 🤑 can't

[Add a comment...](#) ...

30. Endorser: Dickerson Ross

Brand: EHP Labs

Followers: 1.4m

<https://www.instagram.com/p/BLYPN-ShbPX/?taken-by=dickersonross>



 dickersonross [Follow](#)

23.5k likes 2w

dickersonross The Gym... Making shit days into good days!

One of the very few Supps I use is @ehplabs #okwhey 2-3 X a day for added protein & recovery! Check them out & use Code: 'ROSS10'

Don't Miss Out! Receive a Massive 40% Off All Cut & Bulk Plans on my site with Discount Code! 'OCTOBER'

[View Here...](#) Link in bio
[@DickersonRoss](#)

WWW.DICKERSONROSS.COM

#DickersonRoss #aesthetics

[view all 148 comments](#)

mikolajolszewski @blasphemery taki np

niklasbornhoert @julianbrck gym goals.

[Add a comment...](#) ...

31. Endorser: Ashley Kaltwasser

Brand: EHP Labs

Followers: 615k

<https://www.instagram.com/p/BMNaCKD6wv/?taken-by=ashleykfit&hl=en>

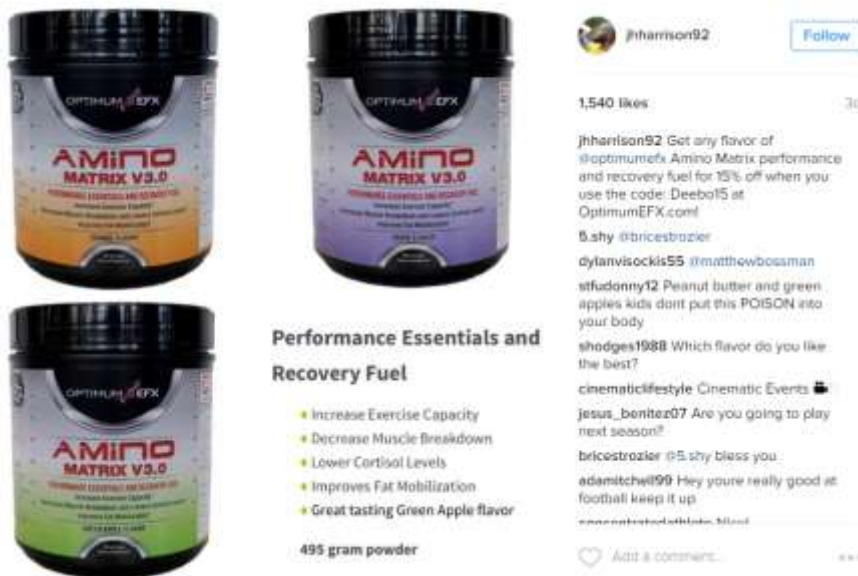


32. Endorser: James Harrison

Brand: Optimumefx

Followers: 487k

<https://www.instagram.com/p/BMpY1otDMAf/?taken-by=jhharrison92>



33. Endorser: Giuliana Ava

Brand: Fate Fuel

Followers: 101k

<https://www.instagram.com/p/BMb7UQBjANT/?taken-by=giulianaavafit>

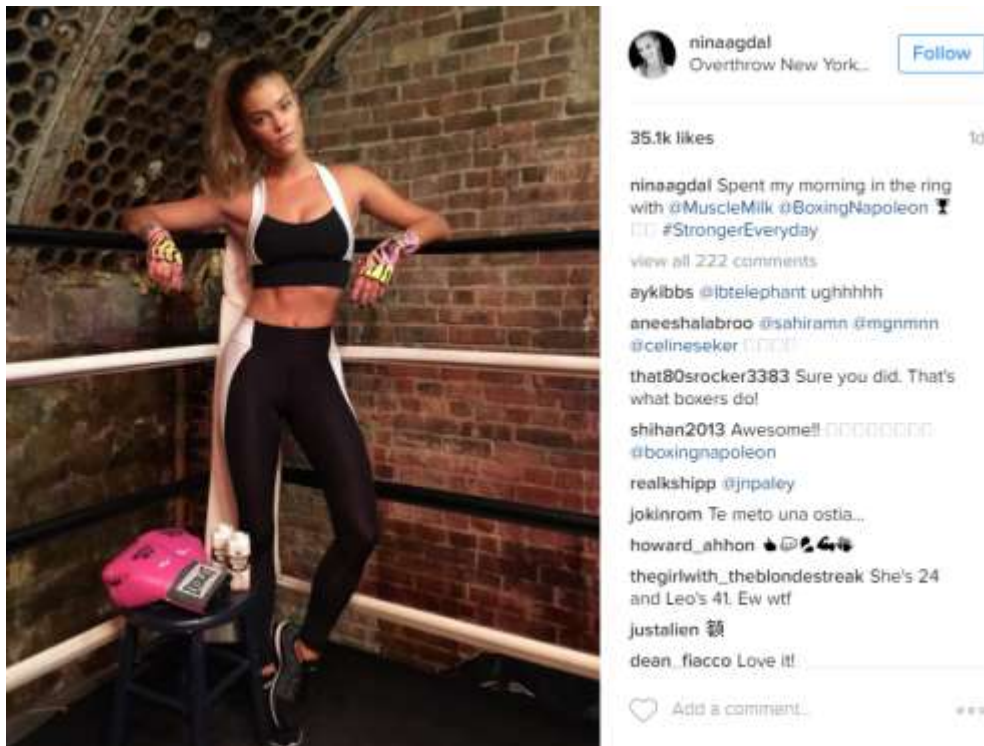


34. Endorser: Nina Agdal

Brand: Muscle Milk

Followers: 1.4m

<https://www.instagram.com/p/BLy70TzgDYQ/?taken-by=ninaagdal&hl=en>



35. Endorser: Porsha Dyanne Williams

Brand: Colombian Waist

Followers: 2.5m

<https://www.instagram.com/p/BLrBc1bhSKB/?taken-by=porsha4real&hl=en>

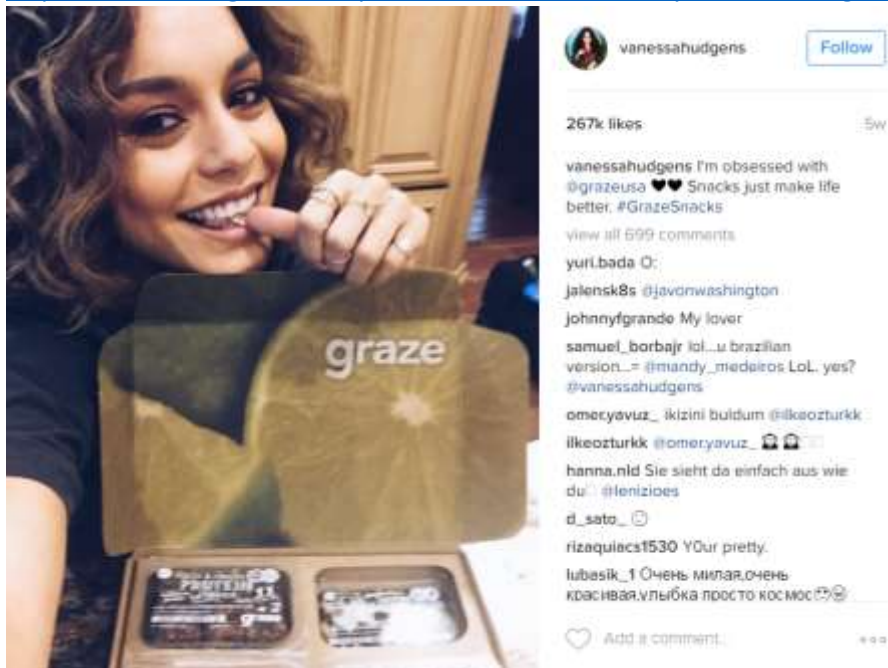


36. Endorser: Vanessa Hudgens

Brand: Graze USA

Followers: 21.8m

<https://www.instagram.com/p/BKYzTA5BewR/?taken-by=vanessahudgens>



37. Endorser: Stephanie Pratt

Brand: Twisted Halouk

Followers: 807k

<https://www.instagram.com/p/BLtUWPgAIR4/?taken-by=officialstephpratt&hl=en>



 officialstephpratt [Follow](#)

2,009 likes 2w

officialstephpratt My bestie brought over @twistedhalouk 90 calories of YUM! Excited for your event tomorrow @twistedhalouk ❤️❤️

staceymarshalltaylor Love that bracelet @officialstephpratt if you wouldn't mind telling me where you got it? Xx

laurenilly25 90 cala woop! @officialstephpratt

ketchup1957 Babes @afever20 coconut water & ginger vodka 🍷

afever20 @ketchup1957 🍷🍷🍷

xfranksx @tzzierascals

karlalyncarr @rhigwynne13 they have Halo drinks! 🍷

maryclairdonnelly @fernthomson ?????? 🍷🍷🍷

rhigwynne13 @karlalyncarr omg those look soooo delicious 🍷🍷

♥️ Add a comment... 🍷


38. Endorser: Chelsea Houska

Brand: Love With Food

Followers: 3.9m

<https://www.instagram.com/p/BKEyWuDDq0M/?taken-by=chelseahouska>



 chelseahouska [Follow](#)

50.7k likes 6w

chelseahouska In love with my #LoveWithFood Snack Box. The snacks are perfect for Aubree's lunch and my pregnancy cravings. For every box sold at least one meal is donated to a food bank! Check out @lovewithfood's bio for 25% off your first deluxe box!

view all 96 comments

melisrodz @lesrodz since you said you wanted to get a snack box subscription signed_a_ That's it? Just one meal? \$40 can buy more than one meal. What a rip off

lovewithfood @signed_a_ its \$19.95/ month for 16-20 snacks and 2 meals are donated. Click 📄 on link in our bio to get 25%off your first box

austinpolizzi NEVERRRR!🤔

winsogna I saw that you were showing...congratulations SO SO Verv

♥️ Add a comment... 🍷

39. Endorser: Michael Phelps

Brand: Blue Apron

Followers: 3.1m

https://www.instagram.com/p/BLNBgK1AE2f/?taken-by=m_phelps00



 m_phelps00 [Follow](#)

144k likes 2w

m_phelps00 Time for a cook off!
@nicole.m.johnson has chicken and I get to make fish! #datenight @arschmitt is the 3rd wheel 🤔👀@blueapron

[view all 530 comments](#)

artsy...madison13 Congrats on getting to walk on the Ravens field!

summer_loves_horses_ Ravens 😊😊😊

hyposwim @m_phelps00 where can I get that GOAT shirt??

heidijackson796 Hey Michael! You and Allison (maybe not Nicole as she's still _____

♡ Add a comment... ...

40. Endorser: Dwight Howard

Brand: Coca-Cola

Followers: 1.9m

<https://www.instagram.com/p/BL1CLATBgTi/?taken-by=dwighthoward>



 dwighthoward [Follow](#)

7,865 likes 5h

dwighthoward Atlanta is HOT! But, if U get thirsty during your dream weekend, my @CocaCola friends have got your back! But you can't WIN my dream weekend if you don't ENTER! Can't wait to see what we can do with your help! #TrueToAtlanta #NBACares #BeGr8. Go

♡ Add a comment... ...

41. Endorser: Jennifer Lopez

Brand: Vodkabeluga

Followers: 52.4m

<https://www.instagram.com/p/BJ04NxjAx-/?taken-by=jlo>



42. Endorser: Emily Ratajkowski

Brand: EFFEN Vodka

Followers: 12.3m

<https://www.instagram.com/p/BLLtNjugXub/?taken-by=50cent&hl=en>



43. Endorser: Caroline Manzo

Brand: Hello Fresh

Followers: 497k

<https://www.instagram.com/p/BMCoUnLzPE/?taken-by=carolinemanzo&hl=en>



3,891 likes 2w

carolinemanzo Keeping on my healthy kick in the kitchen tonight with @hellofresh. Since all the fresh ingredients are pre-measured for perfectly portioned meals, I don't have to think about meal planning and can just start cooking! Love that I have @hellofresh to switch it up when I just don't have the time to grocery shop and meal prep. Give it a try with my code "FreshCaroline" for \$35 off your first healthy week at hellofresh.com #fallmeals #healthy #hellofreshpics #sp

view all 54 comments

karenstepanoski I love it too. You don't have to think what's for dinner

kathleentgreen2 Love! Keep it up!

yesmydarling07 Nice idea but expensive for what you get

jcaffa13 Go you! You've always been one

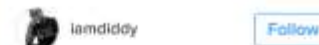
♥ Add a comment... 666

44. Endorser: Puff Daddy

Brand: Ciroc

Followers: 7.2m

<https://www.instagram.com/p/BMrttMZA tx/?taken-by=iamdiddy>



12.1k likes 2d

iamdiddy #ciroc mango #byIT #WHYNOT

view all 169 comments

fleek_funni_fitness_faith_2016 F.b

floydmayweather_4eva MY FAV! GETTIN RITE OFF THAT RITE NOW! @sophandfood

fjtheudkdnfrh puff daddy deposited me a million dollars cuz he know im a hero

g_elen_m I'll surely be buying some tomorrow!

stackjones #ciroc mango #WHYNOT #TheNextLevel #CirocVodka #SeanJohnNewFragranceForMen #SeanJohnNumberONE #KING #ALWAYSEANJOHN #badboy

milad_blif_13 Light me

southbeat1017 Pls kindly follow me Instagram trap beat videoe view

♥ Add a comment... 666

45. Endorser: Jessica Burciaga

Brand: Lyft Vodka

Followers: 1.6m

<https://www.instagram.com/p/BLNj15DBDbh/?taken-by=jessicaburciaga&hl=en>



jessicaburciaga Follow

94.5k views · 3w

jessicaburciaga If you're going out tonight download LYFT app and use my code: JB50 for \$50 FREE ride credit 🍷
SnapChat: Jess.Burciaga

view all 72 comments

roobsxo_ I'm pretty sure lol
@rompe_condones

goofymaniak25 Excuse me... your boob is about to pop out

ghost004 Titties are just out👀

barbie.marina.1 🍷 respect

sully2one Love @jonathan_k16

e__nyc That titty is all in my face 🍷🍷
@nyk__4life

misterpryor35 @savannah.millar

vivaspedro11 Que rica negra

monica.xc @verniee

dr_insanity Sweet Paee! 🍷 Do you have

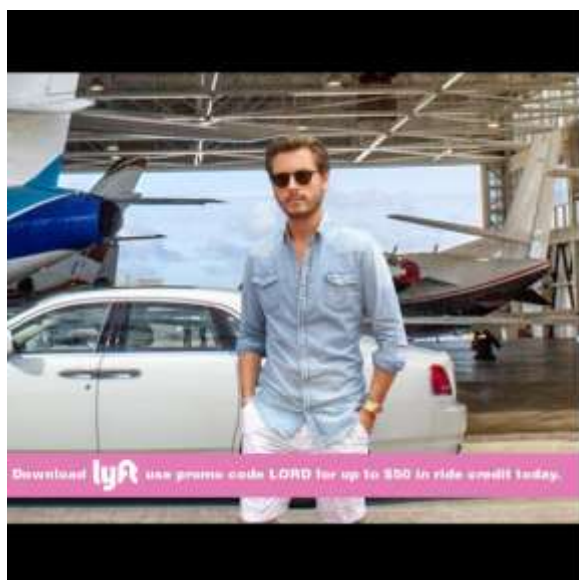
♡ Add a comment... 🍷

46. Endorser: Scott Disick

Brand: Lyft

Followers: 18.4m

<https://www.instagram.com/p/BMpk8aeh5Gz/?taken-by=letthelordbewithyou&hl=en>



letthelordbewithyou Follow

77.4k likes · 3d

letthelordbewithyou I don't know what I'd do without @lyft... I use it so much that I'm thinking about just selling all my cars! 🍷 Probably not though. Try it out this weekend for free! Use my code LORD and you'll get \$50 ride credit ON ME! You can thank me later.

view all 515 comments

tristanfortuny My hero 🍷

frankyydean @katetremayne uber copy? 🍷

norea_jg_ 🍷🍷🍷

freshroyalty 🍷

inspiration__js Follow @mrsalms_ follow millionaire_motivation2 Check out my page guys

dawsonjmcspedden I wish he would post something other than lyft coupons 🍷🍷🍷🍷🍷

♡ Add a comment... 🍷

47. Endorser: Scott Disick

Brand: Lyft

Followers: 18.3m

https://www.instagram.com/p/BK_itGGh3Rx/?taken-by=letthelordbewithyou



letthelordbewithyou [Follow](#)

54.8k likes 2w

letthelordbewithyou The weekend is finally here and the LORD is giving away \$50 in FREE @Lyft ride credits by using the code "SCOTT" for all new users. I'm also randomly choosing any 5 people and giving them \$100 in FREE Lyft credits by following these 3 easy steps:

- 1) Like: This Photo of Me
- 2) Tag at Least 5 Friends

view all 487 comments

abee5673 باجماعة القمو بالله انا عطلت مولى rb7na انا رحت خائف ابفون 7 و 4 من اسدقائى ربحو لفرنج 3 وادخل للتوقع rb7na خائف انت ايضا اكتب في جوجل الاول للتوقع له مسدفيه من جوجل ونسمة الريح كبيرة وانظر اول rb7na انا حبيت ابينكم الكفو في جرحا موقع في الهاتف بعنلك سعانا حتى المنزل

evon_latrail Go to Google, YouTube, Facebook, or Twitter and search, Evon Latrail

Add a comment...

48. Endorser: Amber Rose

Brand: Lyft

Followers: 12.6m

<https://www.instagram.com/p/BLmJL51DSz-/?taken-by=amberrose&hl=en>



amberrose [Follow](#)

14.5k likes 3d

amberrose Grab your \$50 in FREE Lyft ride credit in order to get to your party safely. Download the @Lyft app anytime and use the code "AMBER" and don't forget to tag a friend who is going out with you this weekend. #TeamMuva #PartySafely

view all 181 comments

princealaddinusa Uber bitch

Add a comment...

49. Endorser: Chelsea Houska

Brand: Datebox

Followers: 3.9m

<https://www.instagram.com/p/BLzKD8TBK92/?taken-by=chelseahouska>

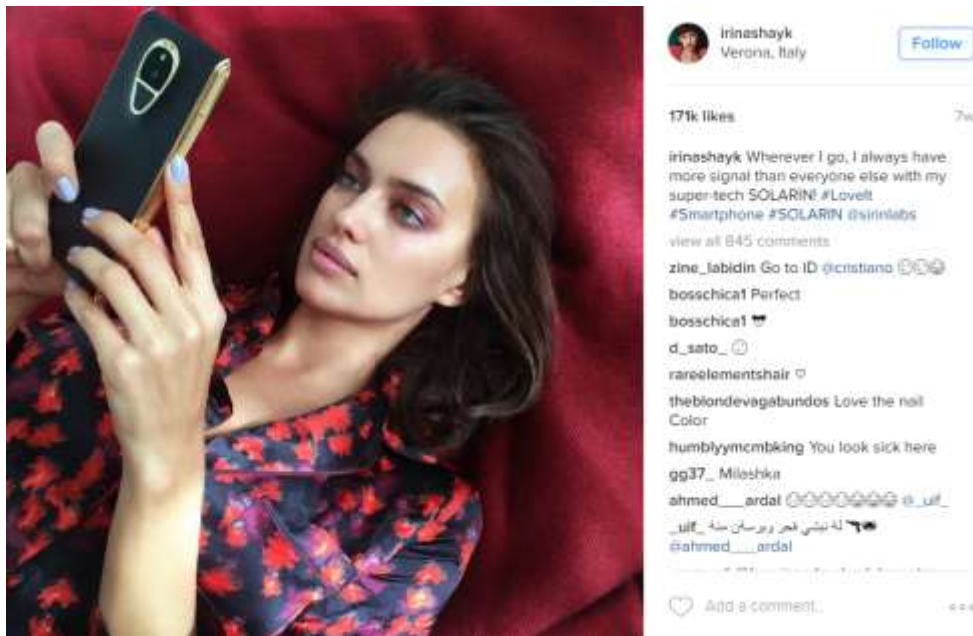


50. Endorser: Irina Shayk

Brand: Sirin Labs

Followers: 6.8m

<https://www.instagram.com/p/BKnnCSMh2zy/?taken-by=irinashayk>



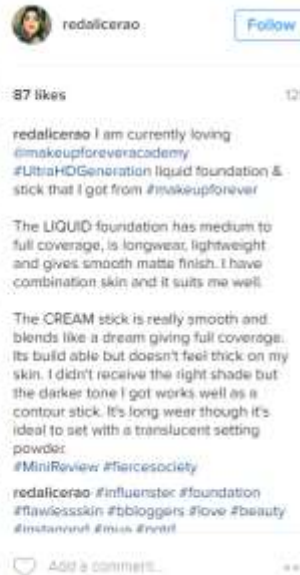
Appendix B

Endorser: redalicerao

Brand: Make Up For Ever through Influenster

Followers: 18.6k

<https://www.instagram.com/p/BMyTH4iBeIG/?tagged=influenster&hl=en>



Endorser: glowingkite

Brand: Maybelline through Influenster

Followers: 4,186

<https://www.instagram.com/p/BMxz45DgAii/?tagged=influenster&hl=en>



Endorser: jensvanity

Brand: Lancome through Influenster

Followers: 191

<https://www.instagram.com/p/BMwznPGj85E/?tagged=influenster&hl=en>



 jensvanity Follow

13 likes 1d

jensvanity @influenster @LancomeOfficial #LookMeInMyLashes #contest

The Lancome Definicils High Definition Mascara gives a natural but long and soft feeling lash, I really like it. The brush just grips the lashes and the formula is perfect for layering. Thanks #influenster for sending this to try.

#vanity #youtube #makeup #makeupaddict #makeuplover #makeupjunkie #beauty #beautyblogger #bloggers #wakeandmakeup #makeupcloset #dressyourface #instabeauty #makeupporn #makeupheaven #lovemakeup #beautyreposts #psyps

 Add a comment... ...

Endorser: Ashley Richardson

Brand: Bite Beauty through Influenster

Followers: 671

<https://www.instagram.com/p/BMwVWPTASLa/?tagged=influenster&hl=en>



 ashleyerichardson Follow

72 likes 1d

ashleyerichardson I've been loving matte lipsticks this fall and these lip crayons from @bitebeauty are perfect! This color (glacé) is easily my favorite color ever. @influenster #themattecremelip #contest

ashleyerichardson :

#blogger #instablogger #beautyblogger #makeupblogger #makeuplook #influenster #makeup #photosinbetween #love #matte lipstick #everydaymakeup #abmlifeiscolorful #darlingmakeup #stylefleecon #livecolorfully #makeupstyle #thatsdarling #darlingsmovement #mybeautifulmess #pursuepretty #instagood #instablogger #lifeandreaactions #luvstyle

thegirlfromnyc You're gorgeous

 Add a comment... ...

Endorser: soemmasays

Brand: Nescafe through Bzzagent

Followers: 672

<https://www.instagram.com/p/BMzPXsWg0L-/?tagged=bzzagent&hl=en>



soemmasays [Follow](#)

14 likes 4h

soemmasays Trying out the new improved Nescafé Original Coffee 🍷 #gotitfree #nescafe #coffee #coffeetime #mondays #bzzagent

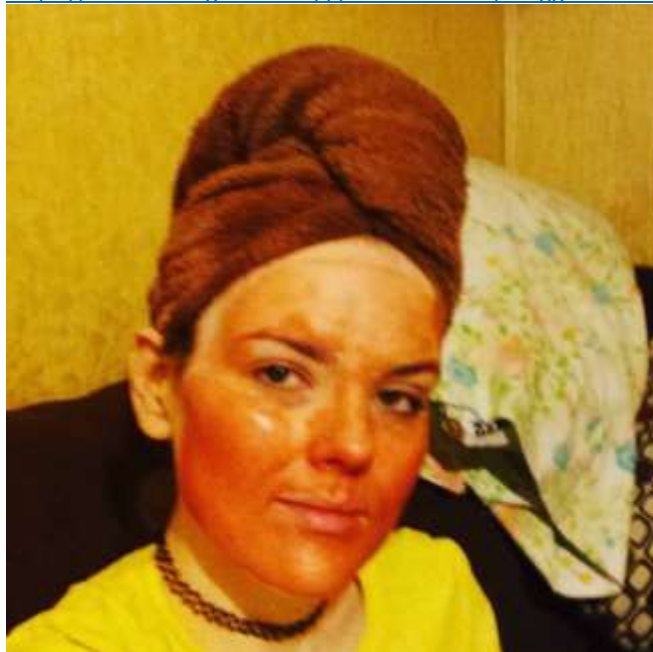
♥ Add a comment... ⋮

Endorser: soemmasays

Brand: Nescafe through Bzzagent

Followers: 350

<https://www.instagram.com/p/BMsxiAvhv3Y/?tagged=bzzagent&hl=en>



sjbutterfie [Follow](#)

ssmclees, kelly48647, soubasicaoficial, product_photografy, laurieann14, michaelofrisorena, alizabethv1, cosminbanours, michellescomments and thrifnymashomestead like this

sjbutterfie I just love the new L'Oréal Pure Clay Masks I received from BzzAgent. I'm using the Exfoliate and Refine mask I'm the picture. The red algae mask is amazing. No more dry patches on my skin after using this mask. My face is so soft and now I can apply my makeup effortlessly without any visible dry patches. I've alternating the masks every week to try each one. So far I've tried all three and love them. The best part they don't break me out at all. #gotitfree #bzzagent #bzz #loreal #pureclaymasks

♥ Add a comment... ⋮