September 7, 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:

Public Citizen, Campaign for a Commercial-Free Childhood and Center for Digital Democracy are writing to request that the Federal Trade Commission (FTC) investigate and bring enforcement actions related to the practice of non-disclosed advertising through “influencer” user profiles on Instagram. Based on an investigation conducted by Public Citizen and what is clear to anyone who browses popular Instagram profiles, Instagram has become a platform for disguised advertising directed towards young consumers.

We 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. We are pleased that FTC representatives have recently made public statements\(^1\) regarding the importance of endorsement disclosures on Instagram. Now is the time to announce and carry out an aggressive enforcement plan, especially regarding repeat offenders.

A longstanding, core principal of fair advertising law in the United States is that people have a right to know when they are being advertised to. With that knowledge, consumers can hopefully apply the appropriate emotional and intellectual filters to advertisements, discounting puffery and claims of authenticity. By contrast, disguised advertisements are inherently deceptive, because consumers do not know to apply appropriate screens. The issue is acute with disguised ads featuring paid endorsements, where deceived consumers believe admired celebrities are making genuine, self-directed and enthusiastic endorsements of brands, not realizing that those celebrities are instead paid and may not even use the touted brand.
Although FTC policy regarding disguised advertising is well established, and reiterated in recent enforcement guidelines, we are deeply concerned that the agency is failing to keep pace with developments in the social media space. The result is that consumers, especially young consumers, are being deceived on a vast scale. Social media norms are evolving so that practices that contravene clear FTC policy are considered by many advertisers and influencers to be routine and non-objectionable. Advertisers often assert that “everyone knows” that paid endorsements are pervasive in social media, though there is no evidence to support this assertion, particularly among young consumers. An important part of an FTC enforcement initiative must be to shift the center-of-gravity on social media so that advertisers take affirmative steps to ensure they comply with FTC rules designed to protect consumers from trickery and deception.

The FTC’s Policy on Endorsements

The Federal Trade Commission (FTC) considers an “endorsement” to occur when an endorser is paid to advocate for a product, such as when a TV host is paid to proclaim that they love Donut King. In the recent past, the FTC has done significant work on regulating “endorsements.” In recent years, the FTC has clarified rules on paid endorsements and native advertisements on the Internet, specifying in its enforcement statement the need for more explicit and simultaneous disclosure of all advertisements. The FTC has expressed concerns about the growing trend of native advertisements on search engines, news websites, and social media, as the advertisements sometimes appear indistinguishable from regular content. The specific recommendations focused on the proximity, placement, prominence, and clarity of meaning of the disclosures. Disclosure language like “Promoted by [X]” and “Sponsored by [X]” is discouraged due to possible ambiguity, with the agency directing the use of words like “Advertisement” or “Ad” instead. While the FTC noted that all parties involved with marketing have the responsibility to follow the rules, they stated that the particular onus of obedience was on the marketers.

The FTC has taken enforcement action against disguised ads in social media. In May of 2015, the FTC approved a final consent order against Lord & Taylor for, among other things, paying 50 models to post a picture of themselves wearing a Lord & Taylor dress on Instagram without disclosure of payment. In the final consent order, the FTC stated that paid endorsers must disclose when they have been paid to endorse. It is important to note that the final consent order did not penalize the individual models, but instead disciplined Lord & Taylor, the marketer. Similarly, in September of 2015, the FTC settled with Machinima, Inc. for failing to disclose that they had paid endorsers to promote the Xbox One system and Xbox One games.

Evidence of Non-Compliance with FTC Policy

Non-disclosed native advertising, or advertisements that appear to be regular content, is no longer a minor and isolated phenomenon. Non-disclosed native advertising has become a burgeoning and immensely profitable industry. Companies pay “influencers,” or social media users with a large following, to post endorsements of their products without disclosure. While there is evidence of the illicit “influencer” market on Twitter and Snapchat, the “influencer” industry on Instagram represents one of the most prominent and ethically egregious violations of FTC policy.
Public Citizen conducted an investigation of the disclosure practices among movie stars, reality TV personalities, famous athletes, fitness gurus, fashion icons and pop musicians. The investigation revealed 113 “influencers” who endorsed a product without disclosure; based on industry norms, our presumption is that all or most of these influencers were compensated for their endorsements. This investigation was by no means exhaustive as the total number of illicit endorsements would likely be too high to measure manually. Many of the celebrities cited in the investigation are role models for children and teens. From Rihanna (pop music star) advertising Puma to Kim Kardashian (famous for the teen reality show *Keeping Up with the Kardashians*) endorsing Express Smile (a teeth-whitening company), these idols have a primarily young and impressionable audience. Other celebrities who have endorsed products without disclosure include musicians in the pop band One Direction and actresses from Nickelodeon shows (e.g. Victoria Justice).

The noncompliant “influencers” mentioned above are not outliers. They represent a growing trend of deceptive native advertising that disproportionately targets young people. “Influencers” almost always are role models that young people tend to emulate in personal tastes, behavior, and purchasing decisions. As a result of the lack of enforcement of FTC policy, millions of consumers, many of whom are minors, are unknowingly being influenced by corporations through the ostensibly benign medium of their own role models.

The cosmetics and weight loss industries are prominent employers of influencers, marketing products ranging from skin cream to teeth whitening kits to herbal teas promising weight loss. The “influencers” in this case are overwhelmingly reality TV stars idolized by young girls and teens, a demographic especially susceptible to advertising preying off of unrealistic standards of beauty. Weight loss companies such as Fab Fit Fun and Flat Tummy Tea appear to employ dozens of celebrities and influencers to endorse their goods without any disclosure.

This problem has reached epidemic proportions. One agent who casts influencers estimates that there are 100,000 Instagram “influencers” paid to endorse, a vast majority of who do not disclose their advertisements.

**Requested Action**

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.

The FTC should communicate with parties that coordinate paid endorsements on Instagram (e.g. companies marketing products, marketing agencies, and self-regulatory advertising organizations) to alert those involved of their violations of FTC policy and require them to ensure that their paid influencers label endorsements correctly. As demonstrated in an accidental leak by reality TV star Scott Disick, endorsement instructions from marketers often do not come with any instructions for disclosure. There must be a major effort undertaken to deliver the message that while hidden endorsements may be rampant, they are illegal and will no longer be tolerated.

The FTC should also take aggressive enforcement action against companies and agencies that engage in the practice of non-disclosed “influencer” endorsements. Based on our investigation, the FTC
should direct its investigative resources at Flat Tummy Tea, owned by Synergy CHC Corp, and L’Oreal USA, and bring enforcement action if they are found to be in serial violation of FTC rules, as well as at the multitude of other cosmetics and weight loss companies engaged in similar practices.

While we believe the emphasis of FTC enforcement activity should be directed against advertisers, the agency should also communicate with prominent influencers, especially the highest compensated among them, and warn them that they too will be subject to enforcement action for future non-compliance with FTC rules.

The very viability of FTC fair advertising rules are at stake. Consumer deception through hidden advertisements is now pervasive in social media, particularly on Instagram. It’s past time for the FTC to bring the industry into compliance with the law.

We would be pleased to meet at your earliest convenience 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
Sources

3 Ibid.
4 Ibid.
6 Ibid.
7 Ibid.
8 Ibid.
11 See Appendix A for examples.
12 Please consult above list for specific endorsements.
14 See Appendix B for screenshots of Fab Fit Fun and Flat Tummy Tea Instagram posts. The pictures were obtained from a search of the respective companies’ Instagram profile “hashtag” mentions. A majority of the Instagram posts shown in the screenshots display celebrities illicitly endorsing their products. See also Brown, K. Here’s how much celebrities make in the Instagram product placement machine. Retrieved from http://jezebel.com/heres-how-much-celebrities-make-in-the-instagram-produc-1740632946.
16 Ibid.
## Appendix A

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- **Fashion** .......................................................... Images 1-18
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1: Fashion
1. Endorser: Farrah Abraham  Brand: Teespring
   Source: https://www.instagram.com/p/BILmNQ9hI5d/?taken-by=farrah__abraham&hl=en

2. Endorser: Scott Disick  Brand: Lord Time Pieces
   Source: https://instagram.com/p/BliDwhkgxrY/
3. **Endorser:** Zendaya  
**Brand:** Puma  
**Source:** [https://www.instagram.com/p/BEKSRTPpmOP/?taken-by=zendaya&hl=en](https://www.instagram.com/p/BEKSRTPpmOP/?taken-by=zendaya&hl=en)

4. **Endorser:** Julie Bowen  
**Brand:** Ralph Lauren  
**Source:** [https://www.instagram.com/p/BDD2YmRJvme/?taken-by=itsjuliebowen&hl=en](https://www.instagram.com/p/BDD2YmRJvme/?taken-by=itsjuliebowen&hl=en)
5. **Endorser:** Ciara  
**Brand:** Buscemi  
**Source:** [https://instagram.com/p/BHdLktxjCG2/](https://instagram.com/p/BHdLktxjCG2/)

6. **Endorser:** Lucy Hale  
**Brand:** Chiara Ferragni Collection  
**Source:** [https://www.instagram.com/p/BFXawC1Qut/?taken-by=lucyhale&hl=en](https://www.instagram.com/p/BFXawC1Qut/?taken-by=lucyhale&hl=en)
7. **Endorser:** Ashley Benson  
**Brand:** Perverse Sunglasses  
**Source:** [https://www.instagram.com/p/BET-AqTBEF_/?taken-by=itsashbenzo&hl=en](https://www.instagram.com/p/BET-AqTBEF_/?taken-by=itsashbenzo&hl=en)

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8. **Endorser:** Bella Thorne  
**Brand:** Puma  
**Source:** [https://www.instagram.com/p/BGCvMiaHTVL/?taken-by=bellathorne&hl=en](https://www.instagram.com/p/BGCvMiaHTVL/?taken-by=bellathorne&hl=en)
9. **Endorser:** Dorothy Wang  
**Brand:** Buscemi  
**Source:** [https://www.instagram.com/p/BEEvytUTNP6/?taken-by=dorothywang&hl=en](https://www.instagram.com/p/BEEvytUTNP6/?taken-by=dorothywang&hl=en)

10. **Endorser:** Bella Hadid  
**Brand:** Givenchy  
**Source:** [https://www.instagram.com/p/BGAT3G2kNoq/?taken-by=bellahadid&hl=en](https://www.instagram.com/p/BGAT3G2kNoq/?taken-by=bellahadid&hl=en)
11. **Endorser:** Jen Selter  
**Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BEhbOmKmkUR/?taken-by=jenselter&hl=en](https://www.instagram.com/p/BEhbOmKmkUR/?taken-by=jenselter&hl=en)

![Image of Jen Selter](https://www.instagram.com/p/BEhbOmKmkUR/?taken-by=jenselter&hl=en)

12. **Endorser:** Lindsay Lohan  
**Brand:** Temperley London  
**Source:** [https://www.instagram.com/p/BFo5JlWJc1w/?taken-by=lindsaylohan&hl=en](https://www.instagram.com/p/BFo5JlWJc1w/?taken-by=lindsaylohan&hl=en)

![Image of Lindsay Lohan](https://www.instagram.com/p/BFo5JlWJc1w/?taken-by=lindsaylohan&hl=en)
13. **Endorser:** Troian Bellisario  
**Brand:** Matisse Footwear and Understated Leather  
**Source:** [https://www.instagram.com/p/BGSRIpCGr2p/?taken-by=sleepinthegardn&hl=en](https://www.instagram.com/p/BGSRIpCGr2p/?taken-by=sleepinthegardn&hl=en)

14. **Endorser:** Sofia Vergara  
**Brand:** Dana Rebecca Designs  
**Source:** [https://www.instagram.com/p/BBqht3PrpVT/?taken-by=sofiavergara&hl=en](https://www.instagram.com/p/BBqht3PrpVT/?taken-by=sofiavergara&hl=en)
15. **Endorser:** Dwight Howard  
**Brand:** Pure Atlanta  
**Source:** [https://www.instagram.com/p/BFXEVngqi4u/?taken-by=dwighthoward&hl=en](https://www.instagram.com/p/BFXEVngqi4u/?taken-by=dwighthoward&hl=en)

16. **Endorser:** Amber Rose  
**Brand:** Fred and Far  
**Source:** [https://www.instagram.com/p/BGMrDdykq3R/?taken-by=amberrose&hl=en](https://www.instagram.com/p/BGMrDdykq3R/?taken-by=amberrose&hl=en)
17. Endorser: Rihanna  
**Brand:** Puma  
**Source:** [https://www.instagram.com/p/BF34mXWBM8Q/?taken-by=badgalriri](https://www.instagram.com/p/BF34mXWBM8Q/?taken-by=badgalriri)

18. Endorser: Rita Ora  
**Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BD166Ikxs1P/?taken-by=ritaora](https://www.instagram.com/p/BD166Ikxs1P/?taken-by=ritaora)
2: Beauty Products

19. **Endorser:** Isabel Sanz  
**Brand:** NYX Cosmetics  
**Source:** [https://www.instagram.com/p/BJQORirD_KO/?taken-by=isabel_sanzz](https://www.instagram.com/p/BJQORirD_KO/?taken-by=isabel_sanzz)

20. **Endorser:** Kylie Jenner  
**Brand:** SinfulColors  
**Source:** [https://instagram.com/p/BJZKzWXBL5k/](https://instagram.com/p/BJZKzWXBL5k/)
21. **Endorser:** Scott Disick  **Brand:** Pearly Whites Australia  
**Source:** [https://instagram.com/p/BHVfbX0h0kG/](https://instagram.com/p/BHVfbX0h0kG/)

22. **Endorser:** Meghan King Edmonds  **Brand:** FabFitFun  
**Source:** [https://www.instagram.com/p/BIF-ZMIjzpW/?taken-by=meghankedmonds](https://www.instagram.com/p/BIF-ZMIjzpW/?taken-by=meghankedmonds)
23. **Endorser:** Maci Bookout  **Brand:** FabFitFun  
**Source:** [https://www.instagram.com/p/BHxhS2SBZSC/?taken-by=macideshanebookout](https://www.instagram.com/p/BHxhS2SBZSC/?taken-by=macideshanebookout)

24. **Endorser:** Marina Ruy Barbosa  **Brand:** Pantene Brasil  
**Source:** [https://www.instagram.com/p/BGC_T6KHn6c/?taken-by=marinaruybarbosa](https://www.instagram.com/p/BGC_T6KHn6c/?taken-by=marinaruybarbosa)
25. **Endorser:** Lisa Rinna  **Brand:** ToGoSpa  
**Source:** [https://www.instagram.com/p/BIAtYpqDZaG/?taken-by=lisarinna](https://www.instagram.com/p/BIAtYpqDZaG/?taken-by=lisarinna)

26. **Endorser:** Ashley Tisdale  **Brand:** Laque Nail Bar  
**Source:** [https://instagram.com/p/B1v70EAgyPw/](https://instagram.com/p/B1v70EAgyPw/)
27. **Endorser:** Anna Petrosian  **Brand:** Kat Von D Beauty  
**Source:** [https://instagram.com/p/BIlcL8VjJ1O/](https://instagram.com/p/BIlcL8VjJ1O/)

28. **Endorser:** Maisie Williams  **Brand:** Olive and June  
**Source:** [https://www.instagram.com/p/BECCMZmnbhK/?taken-by=maisie_williams](https://www.instagram.com/p/BECCMZmnbhK/?taken-by=maisie_williams)
29. **Endorser:** Kristin Cavallari  **Brand:** Lorac, Chanel  
**Source:** [https://www.instagram.com/p/BGPqPnQ6i/?taken-by=kristincavallari](https://www.instagram.com/p/BGPqPnQ6i/?taken-by=kristincavallari)

![Kristin Cavallari's Instagram post](https://www.instagram.com/p/BGPqPnQ6i/?taken-by=kristincavallari)

30. **Endorser:** Jade Marie  **Brand:** L’Oreal  
**Source:** [https://instagram.com/p/BJTPxPtgk4s/](https://instagram.com/p/BJTPxPtgk4s/)

![Jade Marie's Instagram post](https://instagram.com/p/BJTPxPtgk4s/)
31. **Endorser:** Ian Somerhalder  
**Brand:** Azzaro Pour Homme  
**Source:** [https://www.instagram.com/p/BABLVVHKJyX/?taken-by=iansomerhalder](https://www.instagram.com/p/BABLVVHKJyX/?taken-by=iansomerhalder)

32. **Endorser:** Blake Lively  
**Brand:** L’Oreal  
**Source:** [https://www.instagram.com/p/BFhQ1J0R4Bo/?taken-by=blakelively](https://www.instagram.com/p/BFhQ1J0R4Bo/?taken-by=blakelively)
33. **Endorser:** Victoria Beckham  
**Brand:** Lancer Skincare  
**Source:** [https://www.instagram.com/p/BEHnSwdliPt/?taken-by=victoriabeckham](https://www.instagram.com/p/BEHnSwdliPt/?taken-by=victoriabeckham)

34. **Endorser:** Victoria Justice  
**Brand:** Simple Skincare  
**Source:** [https://www.instagram.com/p/BFAaZiJnIMi/?taken-by=victoriajustice](https://www.instagram.com/p/BFAaZiJnIMi/?taken-by=victoriajustice)
35. **Endorser:** Rach Parcell  
**Brand:** eos Products  
**Source:** [https://www.instagram.com/p/BGMn94-mx2y/?taken-by=rachparcell](https://www.instagram.com/p/BGMn94-mx2y/?taken-by=rachparcell)

![Image](https://www.instagram.com/p/BGMn94-mx2y/?taken-by=rachparcell)

36. **Endorser:** Emily Ratajkowski  
**Brand:** Nip + Fab  
**Source:** [https://www.instagram.com/p/BGR7_3XS2XX/?taken-by=emrata](https://www.instagram.com/p/BGR7_3XS2XX/?taken-by=emrata)

![Image](https://www.instagram.com/p/BGR7_3XS2XX/?taken-by=emrata)
37. **Endorser:** Behati Prinsloo Levine  
**Brand:** Josie Maran Cosmetics  
**Source:** [https://www.instagram.com/p/BBWPMCtwljp/?taken-by=behatiprinsloo](https://www.instagram.com/p/BBWPMCtwljp/?taken-by=behatiprinsloo)

38. **Endorser:** Vanessa Lachey  
**Brand:** Yves Saint Laurent Beauty  
**Source:** [https://www.instagram.com/p/BDldv5BNyP7/?taken-by=vanessalachey](https://www.instagram.com/p/BDldv5BNyP7/?taken-by=vanessalachey)
39. **Endorser:** Liza Lash  **Brand:** L’Oreal  
**Source:** [https://www.instagram.com/p/BIbh-rYA62I/?tagged=lorealleaguead](https://www.instagram.com/p/BIbh-rYA62I/?tagged=lorealleaguead)

40. **Endorser:** Vanessa Hudgens  **Brand:** Illuminate Cosmetics  
**Source:** [https://www.instagram.com/p/BGIpHP1zCs8/?taken-by=vanessahudgens](https://www.instagram.com/p/BGIpHP1zCs8/?taken-by=vanessahudgens)
41. **Endorser:** Chelsea Houska  **Brand:** SugarBearHair  
**Source:** [https://www.instagram.com/p/BGSiAmSnaw/](https://www.instagram.com/p/BGSiAmSnaw/?taken-by=chelseahouska)

42. **Endorser:** Eva Mendes  **Brand:** Circa Beauty  
**Source:** [https://www.instagram.com/p/BFzMr1FBJoX/?taken-by=evamendes](https://www.instagram.com/p/BFzMr1FBJoX/?taken-by=evamendes)
43. **Endorser:** Massy Arias  **Brand:** SheaMoisture  
**Source:** [https://www.instagram.com/p/BGVIyUmrqAA/?taken-by=massy.arias](https://www.instagram.com/p/BGVIyUmrqAA/?taken-by=massy.arias)

44. **Endorser:** Danielle Peazer  **Brand:** L’Oreal  
**Source:** [https://www.instagram.com/p/BJV7_P7Abq_/?tagged=lorealparis](https://www.instagram.com/p/BJV7_P7Abq_/?tagged=lorealparis)
45. **Endorser:** Amanda Bisk  **Brand:** Biotherm  
**Source:** [https://www.instagram.com/p/BGEiIzUGlxW/?taken-by=amandabisk](https://www.instagram.com/p/BGEiIzUGlxW/?taken-by=amandabisk)

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Start

Endorser: Amanda Bisk
Brand: Biotherm
Source: https://www.instagram.com/p/BGEiIzUGlxW/?taken-by=amandabisk

- #Endorser: Amanda Bisk
  #Brand: Biotherm
  #Source: https://www.instagram.com/p/BGEiIzUGlxW/?taken-by=amandabisk

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End
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46. **Endorser:** Lilly Ghalichi  **Brand:** HAIRtamin  
**Source:** [https://www.instagram.com/p/BIX_wkyjNHU/?taken-by=lillyghalichi&hl=en](https://www.instagram.com/p/BIX_wkyjNHU/?taken-by=lillyghalichi&hl=en)

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Start

Endorser: Lilly Ghalichi
Brand: HAIRtamin
Source: https://www.instagram.com/p/BIX_wkyjNHU/?taken-by=lillyghalichi&hl=en

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End
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47. **Endorser:** Stephanie Pratt  **Brand:** MatrixUK  
**Source:** [https://www.instagram.com/p/BI63EM8gN1I/?taken-by=officialstephpratt](https://www.instagram.com/p/BI63EM8gN1I/?taken-by=officialstephpratt)

48. **Endorser:** Victoria Azarenka  **Brand:** Nike  
**Source:** [https://www.instagram.com/p/BC57RymDLY/?taken-by=vichka35](https://www.instagram.com/p/BC57RymDLY/?taken-by=vichka35)
49. **Endorser:** Michael Phelps  **Brand:** Under Armour  
**Source:** [https://www.instagram.com/p/BC0QRiGSx-G/?taken-by=m_phelps00](https://www.instagram.com/p/BC0QRiGSx-G/?taken-by=m_phelps00)

50. **Endorser:** David Beckham  **Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BEIBfZZzWdo/?taken-by=davidbeckham](https://www.instagram.com/p/BEIBfZZzWdo/?taken-by=davidbeckham)
51. **Endorser:** Pharrell Williams  **Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BC7v4ZsEW9d/?taken-by=pharrell](https://www.instagram.com/p/BC7v4ZsEW9d/?taken-by=pharrell)

52. **Endorser:** Serena Williams  **Brand:** Nike  
**Source:** [https://www.instagram.com/p/BFwBtjasTOz/?taken-by=serenawilliams](https://www.instagram.com/p/BFwBtjasTOz/?taken-by=serenawilliams)
53. **Endorser:** Michelle Wie  
**Brand:** Nike  
**Source:** [https://www.instagram.com/p/BFbtkYjp-iD/?taken-by=themichellewie](https://www.instagram.com/p/BFbtkYjp-iD/?taken-by=themichellewie)

54. **Endorser:** Sydney Leroux Dwyer  
**Brand:** Nike  
**Source:** [https://www.instagram.com/p/BFE5KsDGWEt/?taken-by=sydneyleroux](https://www.instagram.com/p/BFE5KsDGWEt/?taken-by=sydneyleroux)
55. **Endorser:** Gareth Bale  
**Brand:** Foot Locker Europe  
**Source:** [https://www.instagram.com/p/BGEpbv1RFEH/?taken-by=garethbale11](https://www.instagram.com/p/BGEpbv1RFEH/?taken-by=garethbale11)

56. **Endorser:** Stephen Curry  
**Brand:** Coach Up  
**Source:** [https://www.instagram.com/p/BDhB4QHzfex/?taken-by=stephencurry30](https://www.instagram.com/p/BDhB4QHzfex/?taken-by=stephencurry30)
57. **Endorser:** Drake  
**Brand:** October’s Very Own (OVO)  
**Source:** [https://www.instagram.com/p/BGaqWFCDQIR/?taken-by=champagnepapi](https://www.instagram.com/p/BGaqWFCDQIR/?taken-by=champagnepapi)

![Drake Endorsement](image1)

58. **Endorser:** Luis Suarez  
**Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BDj5HmBQpHs/?taken-by=luis Suarez9](https://www.instagram.com/p/BDj5HmBQpHs/?taken-by=luis Suarez9)

![Luis Suarez Endorsement](image2)
59. **Endorser:** Nicky Jam  **Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BF_5zPfCTdZ/?taken-by=nickyjampr](https://www.instagram.com/p/BF_5zPfCTdZ/?taken-by=nickyjampr)

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60. **Endorser:** Mark Wahlberg  **Brand:** Nike  
**Source:** [https://www.instagram.com/p/BF2pDqEmKnW/?taken-by=markwahlberg](https://www.instagram.com/p/BF2pDqEmKnW/?taken-by=markwahlberg)
61. **Endorser:** Luke Bryan  
**Brand:** Cabela’s  
**Source:** [https://www.instagram.com/p/BFe3vD0LsK0/?taken-by=lukebryan](https://www.instagram.com/p/BFe3vD0LsK0/?taken-by=lukebryan)

62. **Endorser:** Marcelo  
**Brand:** Adidas  
**Source:** [https://www.instagram.com/p/BGCgwvEKfEA/?taken-by=marcelotwelve](https://www.instagram.com/p/BGCgwvEKfEA/?taken-by=marcelotwelve)
63. **Endorser:** Rickie Fowler  
**Brand:** Puma  
**Source:** [https://www.instagram.com/p/BEoiBgTQu-j/?taken-by=rickiefowler](https://www.instagram.com/p/BEoiBgTQu-j/?taken-by=rickiefowler)

64. **Endorser:** Niall Horan  
**Brand:** Nike  
**Source:** [https://www.instagram.com/p/BFzgM1EMyOz/?taken-by=niallhoran](https://www.instagram.com/p/BFzgM1EMyOz/?taken-by=niallhoran)
65. **Endorser:** Kris Jenner **Brand:** Arthur George  
**Source:** https://www.instagram.com/p/BGXSqGWG-LG/?taken-by=krisjenner

66. **Endorser:** Nina Agdal **Brand:** Soul Cycle  
**Source:** https://www.instagram.com/p/BGCNA8vu2p5/?taken-by=ninaagdal
67. **Endorser:** Floyd Mayweather  **Brand:** SubZero Recovery  
**Source:** [https://www.instagram.com/p/BGXy_rUx3ep/?taken-by=floydmayweather](https://www.instagram.com/p/BGXy_rUx3ep/?taken-by=floydmayweather)

68. **Endorser:** Brad Richards  **Brand:** Bridgestone Sports  
**Source:** [https://www.instagram.com/p/BE6131yEse1/?taken-by=brichards_1991](https://www.instagram.com/p/BE6131yEse1/?taken-by=brichards_1991)
4: Food and Beverage

69. **Endorser:** Porsha Dyanne Williams  **Brand:** Flat Tummy Tea
**Source:** [https://www.instagram.com/p/BfH2Q61gWk3/?taken-by=porsha4real](https://www.instagram.com/p/BfH2Q61gWk3/?taken-by=porsha4real)

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70. **Endorser:** Lindsay Lohan  **Brand:** Pinnertest
**Source:** [https://www.instagram.com/p/BDI2XIDJcyw/](https://www.instagram.com/p/BDI2XIDJcyw/)
71. **Endorser:** Jenny McCarthy  
**Brand:** CD Vodka  
**Source:** [https://www.instagram.com/p/BHLVzcdApT_/?taken-by=jennymccarthy](https://www.instagram.com/p/BHLVzcdApT_/?taken-by=jennymccarthy)

72. **Endorser:** Zlatan Ibrahimovic  
**Brand:** Vitamin Well  
**Source:** [https://www.instagram.com/p/BEDQBFwx00e/?taken-by=iamzlatanibrahimovic](https://www.instagram.com/p/BEDQBFwx00e/?taken-by=iamzlatanibrahimovic)
73. **Endorser:** Sophia Bush  **Brand:** Sakara  
**Source:** [https://www.instagram.com/sakaralife/](https://www.instagram.com/sakaralife/)

74. **Endorser:** Nicole "Snooki" Polizzi  **Brand:** Flat Tummy Tea  
**Source:** [https://www.instagram.com/p/BGajsY8Bjrb/?taken-by=snookinic](https://www.instagram.com/p/BGajsY8Bjrb/?taken-by=snookinic)
75. **Endorser:** Shay Mitchell  
**Brand:** Nettle Brand  
**Source:** [https://www.instagram.com/p/BGPsuKFQr6F/?taken-by=shaym](https://www.instagram.com/p/BGPsuKFQr6F/?taken-by=shaym)

![Instagram post by Shay Mitchell](https://www.instagram.com/p/BGPsuKFQr6F/?taken-by=shaym)

76. **Endorser:** Sean Combs  
**Brand:** Aqua Hydrate  
**Source:** [https://www.instagram.com/p/BGaNNr4plwG/?taken-by=iamdiddy](https://www.instagram.com/p/BGaNNr4plwG/?taken-by=iamdiddy)

![Instagram post by Sean Combs](https://www.instagram.com/p/BGaNNr4plwG/?taken-by=iamdiddy)
77. **Endorser:** Scott Eastwood  **Brand:** Anheuser Busch  
Source: [https://www.instagram.com/p/BDgXBEhEsqP/?taken-by=scotteastwood](https://www.instagram.com/p/BDgXBEhEsqP/?taken-by=scotteastwood)

78. **Endorser:** Nick Lachey  **Brand:** Anheuser Busch  
Source: [https://www.instagram.com/p/5smbE7C3Oj/?taken-by=nicklachey](https://www.instagram.com/p/5smbE7C3Oj/?taken-by=nicklachey)
79. **Endorser:** Naomi Campbell  
**Brand:** Clean Program  
**Source:** [https://www.instagram.com/p/BF6d0zOo5lm/?taken-by=iamnaomicampbell](https://www.instagram.com/p/BF6d0zOo5lm/?taken-by=iamnaomicampbell)

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80. **Endorser:** Meek Mill  
**Brand:** Luc Belaire Winery  
**Source:** [https://www.instagram.com/p/BF9jAclikJ6/?taken-by=meekmill](https://www.instagram.com/p/BF9jAclikJ6/?taken-by=meekmill)
81. **Endorser:** Louis Tomlinson  
**Brand:** Red Bull  
**Source:** [https://www.instagram.com/p/BF_ZUZIr4Rg/?taken-by=louist91](https://www.instagram.com/p/BF_ZUZIr4Rg/?taken-by=louist91)

82. **Endorser:** Lebron James  
**Brand:** Blaze Pizza  
**Source:** [https://www.instagram.com/p/BDtX6H9iTMX/?taken-by=kingjames](https://www.instagram.com/p/BDtX6H9iTMX/?taken-by=kingjames)
83. **Endorser:** Kourtney Kardashian  **Brand:** Popeyes  
**Source:** [https://www.instagram.com/p/BFepPAXElqY/?taken-by=kourtneykardash](https://www.instagram.com/p/BFepPAXElqY/?taken-by=kourtneykardash)

84. **Endorser:** Khloe Kardashian  **Brand:** Fit Tea  
**Source:** [https://www.instagram.com/p/BFjmYrfhRt4/?taken-by=kholoekardashian](https://www.instagram.com/p/BFjmYrfhRt4/?taken-by=kholoekardashian)
85. **Endorser:** Kevin Durant  **Brand:** Sparkling Ice
**Source:** [https://www.instagram.com/p/_R1mBZzSk8/?taken-by=easymoneysniper](https://www.instagram.com/p/_R1mBZzSk8/?taken-by=easymoneysniper)

86. **Endorser:** Kendall Jenner  **Brand:** Magnum
**Source:** [https://www.instagram.com/p/BFTXyc0Do14/?taken-by=kendalljenner](https://www.instagram.com/p/BFTXyc0Do14/?taken-by=kendalljenner)
87. **Endorser:** Jay Alvarrez  
**Brand:** Haleiwa Bowls  
**Source:** [https://www.instagram.com/p/BGi5uhM_w/?taken-by=jayalvarrez](https://www.instagram.com/p/BGi5uhM_w/?taken-by=jayalvarrez)

88. **Endorser:** James Harrison  
**Brand:** Optimum EFX  
**Source:** [https://www.instagram.com/p/BGac5tpJFjb/?taken-by=jhharrison92](https://www.instagram.com/p/BGac5tpJFjb/?taken-by=jhharrison92)
89. **Endorser: Heidi Klum**  **Brand: Dunkin’ Donuts**  
**Source:** https://www.instagram.com/p/BExH1NZD1dW/?taken-by=heidiklum

90. **Endorser: Gabrielle Union**  **Brand: Moet**  
**Source:** https://www.instagram.com/p/BDtJXyvJ-Ts/?taken-by=gabunion
91. **Endorser:** Chris Pratt  **Brand:** Caveman Coffee  
**Source:** [https://www.instagram.com/p/vi4Eb-jHEX/?taken-by=prattprattpratt](https://www.instagram.com/p/vi4Eb-jHEX/?taken-by=prattprattpratt)

92. **Endorser:** Caroline Manzo  **Brand:** HelloFresh US  
**Source:** [https://www.instagram.com/p/BIDwcZ1gN8X/?taken-by=carolinemanzo](https://www.instagram.com/p/BIDwcZ1gN8X/?taken-by=carolinemanzo)
93. **Endorser:** Brody Jenner  **Brand:** Lay's  
**Source:** [https://www.instagram.com/p/BFm3pkpsIBg/?taken-by=brodyjenner](https://www.instagram.com/p/BFm3pkpsIBg/?taken-by=brodyjenner)

94. **Endorser:** Anne Hathaway  **Brand:** Kreation Organic  
**Source:** [https://www.instagram.com/p/BFmzS2ll0Ii/?taken-by=annehathaway](https://www.instagram.com/p/BFmzS2ll0Ii/?taken-by=annehathaway)
95. **Endorser:** Akon  
**Brand:** Vodka Beluga  
**Source:** [https://www.instagram.com/p/BEwy4kDFsD0/?taken-by=akon](https://www.instagram.com/p/BEwy4kDFsD0/?taken-by=akon)

96. **Endorser:** 50 Cent  
**Brand:** Effen Vodka  
**Source:** [https://www.instagram.com/p/BGS8h_LML20/?taken-by=50cent](https://www.instagram.com/p/BGS8h_LML20/?taken-by=50cent)
5: OTHER
97. Endorser: Scott Disick  Brand: Lyft
Source: https://instagram.com/p/B1--VokgXRg/

98. Endorser: Dan Bilzerian  Brand: Boulder Boats
Source: https://www.instagram.com/p/BGGE7bfoDnU/?taken-by=danbilzerian
99. **Endorser:** Liam Payne  **Brand:** Marvel  
**Source:** [https://www.instagram.com/p/sT6Larg1R5/?taken-by=liampayne](https://www.instagram.com/p/sT6Larg1R5/?taken-by=liampayne)

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100. **Endorser:** Vanessa Hudgens  **Brand:** My Little Pony  
**Source:** [https://www.instagram.com/p/BIdKwYYhEIL/](https://www.instagram.com/p/BIdKwYYhEIL/)
101. **Endorser:** Gigi Hadid **Brand:** BMW  
**Source:** [https://www.instagram.com/p/BEL_hoZjCer/?taken-by=gigihadid](https://www.instagram.com/p/BEL_hoZjCer/?taken-by=gigihadid)

102. **Endorser:** Neymar **Brand:** Airbnb  
**Source:** [https://www.instagram.com/p/BGNhOXaxttY/?taken-by=neymarjr](https://www.instagram.com/p/BGNhOXaxttY/?taken-by=neymarjr)
103. **Endorser:** Snoop Dogg  
**Brand:** Mercedes  
**Source:** [https://www.instagram.com/p/BGSRSNbP9F-/?taken-by=snoopdogg](https://www.instagram.com/p/BGSRSNbP9F-/?taken-by=snoopdogg)

104. **Endorser:** Jennifer Lopez  
**Brand:** The Perfect Match (Movie)  
**Source:** [https://www.instagram.com/p/BC07HGOGuEH/?taken-by=jlo](https://www.instagram.com/p/BC07HGOGuEH/?taken-by=jlo)
105. **Endorser:** Giuliana Rancic  
**Brand:** Compeed, Walgreens Boots Alliance  
**Source:** [https://www.instagram.com/p/BGH4uqgwi3Y/?taken-by=giglianarancic](https://www.instagram.com/p/BGH4uqgwi3Y/?taken-by=giglianarancic)

106. **Endorser:** Ciara  
**Brand:** Jeep  
**Source:** [https://www.instagram.com/p/BFC1HnUyHiW/?taken-by=ciara](https://www.instagram.com/p/BFC1HnUyHiW/?taken-by=ciara)
107. Endorser: Asap Rocky Brand: Mercedes
Source: https://www.instagram.com/p/BFruTdvha4z/?taken-by=asaprocky

108. Endorser: Missy Elliott Brand: Beats
Source: https://www.instagram.com/p/BAVg0A4IvXX/?taken-by=missymisdemeanorelliott
109. **Endorser:** Dwayne "The Rock" Johnson **Brand:** Under Armour  
**Source:** [https://www.instagram.com/p/BFemb4jlh-c/?taken-by=therock](https://www.instagram.com/p/BFemb4jlh-c/?taken-by=therock)

110. **Endorser:** Abby Lee **Brand:** The Davenport Grand Hotel  
**Source:** [https://www.instagram.com/p/BGNy88RCGuY/?taken-by=therealabbylee](https://www.instagram.com/p/BGNy88RCGuY/?taken-by=therealabbylee)
111. Endorser: Irina Shayk  
Brand: Sirin Labs  
Source: [https://www.instagram.com/p/BGJ6Btat-Si/?taken-by=irinashayk](https://www.instagram.com/p/BGJ6Btat-Si/?taken-by=irinashayk)

112. Endorser: Allen Iverson  
Brand: IO Moonwalkers  
Source: [https://www.instagram.com/p/8mlhWjicuw/?taken-by=theofficialai3](https://www.instagram.com/p/8mlhWjicuw/?taken-by=theofficialai3)
113. **Endorser:** Demi Lovato  **Brand:** Honda  
**Source:** [https://www.instagram.com/p/BEZxLLnuKoH/?taken-by=ddlovato](https://www.instagram.com/p/BEZxLLnuKoH/?taken-by=ddlovato)