



Richard L. Cleland

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Mr. Cleland is the assistant director of the Federal Trade Commission's Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. He also supervises many of the Commission's health fraud and weight-loss product and service law enforcement initiatives. Current areas of interest include immunity claims for dietary supplements and foods. Mr. Cleland recently supervised the Commission's review of the Endorsement and Testimonial Guides. Previous positions at the Commission include assistant to the director of the Bureau of Consumer Protection and assistant director of the Division of Service Industry Practices. Prior to joining the Federal Trade Commission, Mr. Cleland served as a special assistant attorney general and the director of the Division of Consumer Protection in the Iowa Attorney General's Office.