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June 23, 2016

The Honorable Ileana Ros-Lehtinen  
U.S. House of Representatives  
2206 Rayburn House Office Building  
Washington, DC 20515

Dear Representative Ros-Lehtinen:

On behalf of the physician and medical student members of the American Medical Association, (AMA), I am writing to express our support for H.R. 4445, the “Truth in Advertising Act of 2016.” This important legislation would direct the Federal Trade Commission to study and make recommendations on ways to address the negative impact of the widespread use of photo-shopped images in publications, particularly those oriented to children and teenagers. Such altered images, which can promote unrealistic depictions of physical beauty and body perfection, have been linked with unhealthy body image issues and eating disorders in children and teenagers.

In 2011, the AMA denounced the altering of photographs, and adopted policy urging advertisers to work with child and teen health experts to develop guidelines for advertisements, especially those appearing in teen-oriented publications, that would discourage the altering of photographs in a manner that could promote unrealistic expectations of appropriate body image. Your legislation is an important step toward fulfilling the goal of this AMA-adopted policy.

Thank you for sponsoring the “Truth in Advertising Act of 2016,” and we look forward to working with you to advance this legislation.

Sincerely,

A handwritten signature in black ink that reads "James L. Madara". The signature is written in a cursive style with a large, sweeping initial "J".

James L. Madara, MD