



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Courtney A. Estep
Acting Chief of Staff, Division of Advertising Practices
Bureau of Consumer Protection

January 4, 2024

Via Electronic Mail (lbrett@bbbnp.org)

Laura Brett, Esq.
Vice President
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising for SBLA Beauty

Dear Ms. Brett:

We have reviewed the National Advertising Division's referral of SBLA Beauty's ("SBLA") advertising of its Eye Lift Wand. NAD inquired about SBLA's substantiation for advertising claims including "[t]ry the first-ever eyelift at home, clinically proven to lift & smooth the eyelid in minutes," and before and after photos showing anti-aging improvements. In your September 28, 2023 referral letter, you advised us that SBLA declined to participate in a self-regulatory review by NAD. Consequently, NAD did not render an opinion on the challenge and referred the matter to the Federal Trade Commission for our review.

After FTC staff explained the reason for NAD's referral and its potential consequences, the company agreed to re-engage with NAD. We understand from recent conversations with your staff that SBLA is actively cooperating with NAD.

Accordingly, it appears no additional FTC action is warranted at this time. The staff's decision is not to be construed as a determination that a violation has not occurred. The Commission reserves the right to take such further action as the public interest may require. The

Laura Brett, Esq.
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Commission fully supports NAD's self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Sincerely,

A handwritten signature in black ink that reads "Courtney A. Estep". The signature is written in a cursive, flowing style.

Courtney A. Estep
Acting Chief of Staff
Division of Advertising Practices