



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

August 28, 2020

Via Electronic Mail (lbrett@bbbn.org)

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

Re: Advertising by Matherson Organics, LLC d/b/a Vitamin Bounty for Elderberry Immune Support

Dear Ms. Brett:

The National Advertising Division recently referred to the Federal Trade Commission its Decision regarding advertising by Matherson Organics, LLC d/b/a Vitamin Bounty (“Vitamin Bounty”) for Elderberry Immune Support. We understand that as part of its self-monitoring inquiry, NAD reached out to the advertiser regarding implied claims about COVID-19. You advised us that despite several attempts to reach Vitamin Bounty, the advertiser failed to respond. Accordingly, you referred this matter to the Federal Trade Commission for our review.

After we alerted Vitamin Bounty to NAD’s referral to the FTC, the company agreed to engage with NAD. We understand from recent communications with your staff that Vitamin Bounty has re-engaged with NAD.

Accordingly, it appears no additional FTC action is warranted at this time. Our 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 FTC fully supports NAD’s self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting NAD.

Very truly yours,

s/ Carolyn L. Hann

Carolyn L. Hann
Chief of Staff for Advertising Practices