

consumer redress, and 15 judgments of more than \$6.6 million in civil penalties. We filed 77 complaints in federal court to stop unfair and deceptive practices, approximately 30 of which are pending final disposition and we are increasingly working with criminal law enforcers to ensure that fraud is punished appropriately. Since April 2005, the FTC has assisted in criminal prosecutions of 113 FTC defendants or their associates.

III. Health Fraud

We don't like any form of consumer fraud, but health fraud is particularly high on our list of priorities.

In close cooperation with our partners at the Food and Drug Administration, we've worked hard to stop health fraud. For example, this month, after over two and a half years of litigation, we succeeded in obtaining a broad ban against Glenn Braswell, the mastermind of a sweeping direct mail campaign selling millions of dollars worth of dietary supplements as cures for diabetes, emphysema, Alzheimer's, and many other diseases. The settlement of that litigation bans Glenn Braswell from any direct response marketing of any foods, drugs and supplements. It also requires him to pay \$4.5 million in cash and assets.³

The federal district court order in the Braswell case builds on another order against the now infamous TV pitchman – Kevin Trudeau – banning Mr. Trudeau from appearing in, producing, or distributing infomercials that advertise any type of product, service, or program, with one narrow exception for truthful infomercials for books or other informational

³ See FTC Press Release, *Direct Response Marketer Banned* (Jan. 3, 2006), available at <http://www.ftc.gov/opa/2006/01/braswell.htm>.

