

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
OFFICE OF ADMINISTRATIVE LAW JUDGES



\_\_\_\_\_  
In the Matter of )  
 )  
California Naturel, Inc., )  
a corporation, )  
 )  
Respondent. )  
\_\_\_\_\_

DOCKET NO. 9370

**ORDER ON DEADLINE TO FILE ANSWER**

The Complaint in this case was issued on April 11, 2016 and properly served on Respondent. Pursuant to Federal Trade Commission (“FTC”) Rule 3.12(a), as explained to Respondent by an April 26, 2016 email from the Office of the Secretary to Mr. John B. Duler, President, Californial Naturel, Respondent’s Answer was due on or before May 9, 2016.

On May 6, 2016, Mr. Duler filed a Notice of Appearance, designating himself as counsel or representative of Respondent, and a response to the Complaint. By email dated May 9, 2016, the Office of the Secretary informed Mr. Duler that his May 6, 2016 response to the Complaint was deficient in the several ways listed in the May 9, 2016 email and instructed Mr. Duler to file a revised response as soon as feasible. By email dated May 13, 2016, the Office of the Secretary, pursuant to FTC Rule 4.2, extended Respondent’s time for filing his Answer to May 27, 2016.

An Order was issued on May 13, 2016, confirming the May 27, 2016 deadline for Respondent to file an Answer to the Complaint. Respondent failed to file an Answer by May 27, 2016. On June 1, 2016, the parties were directed to file a status report.

On June 3, 2016, FTC Complaint Counsel filed its Initial Status Report. In the Initial Status Report, Complaint Counsel represents that the parties have conducted settlement discussions and have reached a tentative agreement on settlement terms. Complaint Counsel states that the parties plan to file a joint motion to withdraw the matter from adjudication as soon as the motion and consent agreement are finalized.

Based on these representations by Complaint Counsel, good cause exists to further extend, for an additional 30 days, the deadline for Respondent to file his Answer. Accordingly, no later than July 5, 2016, Respondent shall file his Answer or the parties shall file a joint motion to withdraw the matter from adjudication for the purpose of considering a proposed settlement.

ORDERED:

DM Chappell  
D. Michael Chappell  
Chief Administrative Law Judge

Date: June 3, 2016

Notice of Electronic Service

**I hereby certify that on June 03, 2016, I filed an electronic copy of the foregoing Order on Deadling to File Answer, with:**

D. Michael Chappell  
Chief Administrative Law Judge  
600 Pennsylvania Ave., NW  
Suite 110  
Washington, DC, 20580

Donald Clark  
600 Pennsylvania Ave., NW  
Suite 172  
Washington, DC, 20580

**I hereby certify that on June 03, 2016, I served via E-Service an electronic copy of the foregoing Order on Deadling to File Answer, upon:**

Robert Frisby  
Attorney  
Federal Trade Commission  
rfrisby@ftc.gov  
Complaint

John Singer  
Attorney  
Federal Trade Commission  
jsinger@ftc.gov  
Complaint

**I hereby certify that on June 03, 2016, I served via other means, as provided in 4.4(b) of the foregoing Order on Deadling to File Answer, upon:**

john bernard duler  
president  
california natural  
jbduler@californianaturel.com  
Respondent

Lynnette Pelzer  
Attorney