



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

Division of Advertising Practices

Mary K. Engle

December 13, 2012

VIA U.S. MAIL AND ELECTRONIC MAIL

Peter C. Marinello, Esq.
Director
Electronic Retailing Self-Regulatory Program
70 West 36th Street
New York, NY 10018

Re: ERSP Referral of Venus Mother of Pearl Powder Cream

Dear Mr. Marinello:

Thank you for your June 8, 2012 letter referring to the FTC your inquiry regarding broadcast and online advertising for Venus Mother of Pearl Powder Cream, a topical purported to, among other things, eliminate acne, combat allergies and rashes, and prevent bacterial growth on skin with no harmful side effects. The advertising also claimed that the product's efficacy was clinically proven. On June 25, 2012, we confirmed that we received the referral and the accompanying advertising review records.

As set forth in your letter, the marketer, Prestige Universal Corp., failed to provide to ERSP substantiation for the challenged health and safety claims and establishment claims. In addition, you advised that Prestige did not respond to ERSP's request for a statement regarding ERSP's determination that the company did not have sufficient evidence to support its performance claims. Pursuant to ERSP's procedures, you referred the matter to us for a determination as to whether FTC action is warranted.

In response to the referral, FTC staff contacted Prestige. On November 28, 2012, Prestige agreed in writing that it would cease marketing or selling the product. Accordingly, no further action appears to be warranted at this time.

Very truly yours,

Mary Koelbel Engle
Associate Director