



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

Division of Advertising Practices

February 27, 2020

Via Electronic Mail (lbrett@bbbn.org)

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

Re: Advertising by Grade A Nutraceuticals for CannaPure CBD Oil

Dear Ms. Brett:

On Dec. 31, 2019, the National Advertising Division referred to the Federal Trade Commission an NAD Decision regarding advertising by Grade A Nutraceuticals (“Grade A”) for CannaPure CBD Oil (“CannaPure”), a product purported to treat cancer and diabetes, improve brain function, and relieve chronic pain, among other things. We understand that in May 2018, the Council for Responsible Nutrition filed an NAD Challenge against Grade A. Despite repeated attempts over several months to contact Grade A, NAD was unable to receive any response from the advertiser. Accordingly, you referred this matter to the Federal Trade Commission for our review.

In our investigation, we did not find evidence that Grade A still exists or that the claims at issue about CannaPure are still being made. Upon careful review of this referral, we have determined not to take additional action at this time. In reaching this conclusion, we considered a number of factors, including resource allocation and enforcement priorities, the nature of any FTC Act violation, and the type and severity of any consumer injury.

The FTC appreciates your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

*s/ Carolyn L. Hann*

Carolyn L. Hann  
Chief of Staff for Advertising Practices