



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

Mary K. Engle

July 10, 2012

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

Re: ERSP Referral of K9 TheraLight

Dear Mr. Marinello:

Thank you for your June 22, 2012 letter referring to the FTC your inquiry regarding online advertising for K9 TheraLight, a hand-held light that purportedly healed wounds and treated pain in dogs. This is to confirm that we have received the referral and the accompanying advertising review records.

As set forth in your letter, the marketer did not respond to ERSP's request for a statement regarding ERSP's determination that the marketer did not have sufficient evidence to support its performance claims. Pursuant to the ERSP's procedures, you have referred the matter to us for a determination as to whether FTC action is warranted.

In response to the referral, the FTC staff contacted the owner of K9 TheraLight. The company has withdrawn its website and agreed in writing to cease marketing K9 TheraLite. Accordingly, no further action appears to be warranted at this time.

Very truly yours,

Mary K. Engle
Associate Director