



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

Division of Advertising Practices

June 14, 2018

Laura Brett, Esq., Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: NAD Referral of That's Natural, LLC's Advertising for CBD Hemp Oil

Dear Ms. Brett:

I am writing to follow up on the NAD's referral to the FTC of its inquiry into That's Natural, LLC's cancer-fighting claims for its CBD Hemp Oil. Your referral indicated that That's Natural did not participate in NAD's self-regulatory process. Accordingly, you referred this matter to the FTC for our review.

We have been in contact with That's Natural to discuss the challenged advertising claims. We understand that the company has modified its advertising and promotional materials to discontinue disseminating the challenged claims and other health-related claims to ensure its advertising is in compliance with the FTC Act. For example, That's Natural has deleted all references to various diseases and ailments, including references to research articles discussing particular diseases, on its current website and print materials. In addition, the company has deleted all posts from its Instagram account that referenced particular diseases and ailments or research articles relating to such. The company also has deleted all blog postings on the website at issue in NAD's inquiry – www.cbdoil.life.

Upon review of the matter, we have determined not to take additional FTC action at this time. The Commission reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Devin Willis Domond".

Devin Willis Domond
Chief of Staff for Advertising Practices