



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

Division of Advertising Practices

June 28, 2018

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

Re: NutriFrontier Pte Ltd's Advertising for NutriO2 Dietary Supplement

Dear Ms. Brett:

I am writing to follow up on NAD's referral to the FTC of its inquiry into NutriFrontier Pte Ltd's claims that its NutriO2 dietary supplement product could treat various diseases and conditions, including "destroy[ing] ALL forms of cancer cells." Your referral stated that the Council for Responsible Nutrition (CRN) brought this matter to NAD's attention. Your referral indicated that NutriFrontier did not respond to NAD's inquiries or otherwise participate in NAD's self-regulatory process, so you referred this matter to the FTC for our review.

After FTC staff sent messages to NutriO2's principal, staff attempted to revisit the company's website about which CRN complained ([www.nutrio2.com](http://www.nutrio2.com)). This website has been deactivated and replaced with a message that "NutriO2 is currently unavailable for sales." Later, the NAD attorney assigned to this matter informed us that NutriFrontier is participating in NAD's self-regulatory process in good faith.

Accordingly, it appears no additional FTC action is warranted 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,

Devin Willis Domond  
Chief of Staff for Advertising Practices