



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

Division of Advertising Practices

July 23, 2020

Via Electronic Mail

Katherine S. Elmore, Esq.  
The Law Office of Katherine S. Elmore  
109 Jefferson Street North  
Suite 5  
Huntsville, Alabama 35801  
[katherine@elmore-law.com](mailto:katherine@elmore-law.com)

Re: The Mane Choice Hair Solution, LLC, FTC Matter No. 1823020

Dear Ms. Elmore:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has conducted an investigation made by your client, The Mane Choice Hair Solution, LLC ("The Mane Choice") for possible violations of Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45, 52. Specifically, we investigated efficacy and establishment claims regarding The Mane Choice's Manetabolism vitamins, Laid Back Effortlessly Growth Stimulating Edge Control, Multi-Vitamin Scalp Nourishing Growth Oil, and other vitamin and hair care products. The staff's investigation followed a referral from the National Advertising Division of the BBB National Programs, Inc. ("NAD") after The Mane Choice failed to comply with recommendations set forth in NAD's initial Decision and subsequent Compliance Decisions to discontinue specific efficacy and establishment claims. Staff limited the scope of its investigation to the claims at issue in NAD's referral.

After staff's investigation of the claims at issue, we have determined not to recommend enforcement action at this time. In arriving at this decision, we have considered many factors such as enforcement priorities, resource allocation, and the type and severity of any consumer injury.

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Our decision to close this investigation is not to be construed as a determination that a violation of law did not occur, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very Truly Yours,

*s/ Carolyn L. Hann*

Carolyn L. Hann  
Chief of Staff for Advertising Practices

cc: Laura Brett, Vice President, NAD