

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



Division of Advertising Practices

July 25, 2011

Via email (danderson@serialcapital.com)

Mr. Dallin M. Anderson
Chief Executive Officer
Code Nutrition, LLC
5406 West 11,000 North
Suite 103
PMB 556
Highland, UT 84003

Re: Code Nutrition, LLC
FTC File No. 112-3094

Dear Mr. Anderson:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices conducted an investigation of Code Nutrition, LLC ("Code Nutrition") for possible violations of Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45 and 52.

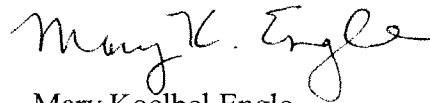
The FTC's investigation concerned Code Nutrition's promotion of two products: (1) MyCode DNA, an "at home" genetic testing kit and consultation service that purported to analyze an individual's genetic profile, diet, and lifestyle to provide health and nutrition recommendations; and (2) Coded Essentials, "customized" nutritional supplements that Code Nutrition promoted as being based on each customer's unique genetic profile and survey responses. Specifically, FTC staff was concerned about Code Nutrition's representations that MyCode DNA and Coded Essentials could significantly affect consumers' health outcomes, including by reducing the risk of certain diseases and mitigating symptoms associated with conditions such as joint pain, "restless leg" syndrome, and heart disease.

Upon careful review of the matter, including non-public information submitted to the staff, we have determined not to recommend enforcement action at this time. Among the factors we considered are Code Nutrition's representations that the company has ceased operations, has discontinued its marketing activities for MyCode DNA and Coded Essentials (including deactivating the company's websites promoting these products and services), and has no current plans to operate any businesses in which it will market genetic tests or related products or services directly to consumers. We also have taken into consideration Code Nutrition's representations that the company and its third-party contractors have deleted all personally identifiable information about Code Nutrition's customers, including its customers' genetic information.

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This action is not to be construed as a determination that a violation has not occurred, 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 warrant.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Engle". The signature is written in a cursive style with a large, looped "E" at the end.

Mary Koelbel Engle
Associate Director