



Office of the Secretary

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

December 15, 2009

Mary Ann Moxon
Commonwealth of Virginia

RE: *In the Matter of Pure Bamboo, LLC, File No. 082-3193, Docket No. C-4278*

Dear Ms. Moxon:

Thank you for your comment regarding the proposed consent agreement accepted by the Federal Trade Commission in the above-referenced matter. The Commission gave your comment serious consideration and placed it on the public record pursuant to Section 2.34 of the Commission's Rules of Practice, 16 C.F.R. § 2.34. While your comment does not suggest any changes to the proposed consent agreement, you note that websites are still marketing these types of textile fiber products as made of bamboo fiber and suggest that "[a] large media effort is needed to educate the public."

Commission staff have made and continue to make significant efforts to publicize both this proposed consent agreement and the related Consumer and Business Alerts. We appreciate your interest in this matter and will continue to monitor the marketplace. If there are specific companies that you believe are improperly labeling or advertising textile products, please file a complaint with the Commission either by visiting the FTC's website at <http://www.ftc.gov/ftc/complaint.shtm> or by calling 1-877-382-4357.

By direction of the Commission.

Donald S. Clark
Secretary