



Office of the Secretary

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

November 15, 2012

Jeffrey Hoy, DDS  
State of California

Re: *In the Matter of Brain-Pad, Inc., and Joseph Manzo*  
*FTC Matter No. 122 3073, Docket No. C-4375*

Dear Dr. Hoy:

Thank you for the comment you submitted on September 4, 2012, regarding the above-referenced matter. Your comment was placed on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

Your comment expresses general support for the action taken by the Commission. The Commission will continue to monitor the marketplace to guard against similar deceptive conduct.

After considering your comment, along with others received in this matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's Website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner Rosch dissenting.

Donald S. Clark  
Secretary