



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
BOSTON REGIONAL OFFICE

101 Merrimac Street, Suite 810  
Boston, MA 02114-4719

May 13, 1996

John Fleder, Esq.  
Olsson, Frank and Weeda, P.C.  
Suite 400  
1400 Sixteenth Street, N.W.  
Washington, D.C. 20036-2220

RE: The Vitamin Shoppe, FTC File No. 942-3047

Dear Mr. Fleder:

The Commission staff has conducted an investigation involving the possible violation of the Federal Trade Commission Act by The Vitamin Shoppe through the use of allegedly false and misleading advertising for nutritional supplements.

Staff has reviewed the materials that you provided to us. Based upon this review, it now appears that no further action is warranted by the Commission at this time. Accordingly, the investigation has been closed. This action is not to be construed as a determination that a violation may not have 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 require.

Very truly yours,

A handwritten signature in cursive script that reads "Phoebe Morse".

Phoebe D. Morse  
Regional Director