

The
CENTER *for* OBJECTIVE HEALTH POLICY

Jared M. Rhoads
c/o Center for Objective Health Policy

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Federal Trade Commission
Office of the Secretary Room H-113 (Annex D)
600 Pennsylvania Avenue NW
Washington DC 20580

Dear Commissioners:

The Federal Trade Commission (FTC) should not restrict the serving size, alcohol content, or advertising choices made by Phusion Projects, makers of Four Loko.

It is true that manufacturers should not be allowed to misrepresent the alcohol content of their products. But what constitutes misrepresentation must be interpreted strictly, not loosely, and it must be based upon reason, not emotional appeals to “the good of the children.”

Alcohol and stimulant consumption is a personal choice. It is a choice that adults in this country have a right to make. Companies should not be forced remove ingredients from their products or change the way they depict their product being used, provided there is no *actual* misrepresentation of fact.

Thank you,

Jared M. Rhoads
Director
Center for Objective Health Policy