



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

Division of Advertising Practices

Mary K. Engle  
Associate Director

February 15, 2012

Henry M. Rubenstein, Esq.  
P.O. Box 640435  
Miami, Florida 33164-0435

Re: Any, Inc., dba Ketomist.com

Dear Mr. Rubenstein:

Following a referral from the National Advertising Division of the Council of Better Business Bureaus ("NAD"), the staff of the Federal Trade Commission's Division of Advertising Practices sent Any, Inc., dba Ketomist.com ("Ketomist") a warning letter indicating that we were unaware of any reliable scientific evidence that would substantiate the claims being made by Ketomist about its hCG weight-loss products. The NAD referral was based on Ketomist's failure to comply with NAD's recommendation that it cease making such claims after promising to do so. Our review was to determine whether the weight-loss claims of Ketomist violated Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45 and 52.

Upon careful review of this matter, we have determined not to take additional action at this time. Among the factors we considered are your client's decision to cease marketing homeopathic hCG products for weight loss and its discontinuation of the website and all of its Internet and radio advertising for this line of products in response to the warning letter. The Commission reserves the right to take such further action as the public interest may warrant.

Very truly yours,

Mary K. Engle  
Associate Director

cc: Andrea C. Levine, National Advertising Division