



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

Office of the Secretary

October 16, 2020

Commenter Anonymous

Re: *In the Matter of Marc Ching d/b/a Whole Leaf Organics*, Docket No. D09394

Dear Anonymous:

Thank you for your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Commission Rule 4.9(b)(6)(ii), 16 C.F.R. § 4.9(b)(6)(ii). The Commission is committed to protecting consumers from deceptive or other unlawful practices, so we greatly appreciate your feedback on this matter.

In your comment, you state that the proposed order should be “broadened to include statements relating to safety of CBD” that appear on www.thrivecbdshop.com. We are not aware of any evidence connecting the respondent, Marc Ching, doing business as Whole Leaf Organics, to the claims made, or business conducted, on www.thrivecbdshop.com. If you have any additional information regarding this business, we encourage you to submit a complaint with the Commission at our website, www.ftccomplaintassistant.gov, or by calling our Consumer Response Center at (877) 382-4357.

In your comment, you also state that you “hope the FTC pursues financial penalties against this business.” While the FTC Act does not authorize the Commission to collect fines or penalties for violations of Section 5, such as those alleged in the complaint, the respondent will be subject to the Commission’s final order for twenty years and liable for civil penalties of up to \$43,280 per violation should he violate the order, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1).

After carefully considering your comment, the Commission has determined that the public interest is best served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order, and other relevant materials, are available from the Commission’s website at www.ftc.gov. The Commission thanks you again for your comment.

By direction of the Commission.

Very truly yours,

April J. Tabor
Acting Secretary of the Commission