



United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

Division of Advertising Practices

June 4, 2014

Via email

Linda A. Goldstein
Manatt, Phelps & Phillips, LLP
7 Times Square
New York, NY 10036

Re: Blue California, Inc., FTC File No. 142-3105

Dear Ms. Goldstein:

The staff of the Federal Trade Commission's Division of Advertising Practices has conducted an investigation into whether your clients, Blue California, Inc., and its subsidiary Nutralife Corp. d/b/a SunDita, violated Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45 and 52, in connection with advertising for BluCetin, a dietary supplement containing dihydromyricetin, an extract of *Hovenia dulcis*. Our inquiry focused on whether the company made unsubstantiated claims regarding BluCetin's ability to protect the liver and brain from the negative effects of alcohol, reverse liver and brain damage due to past alcohol use, and cause reduced blood alcohol concentration, higher mental clarity, better motor control, and reduced hangover symptoms.

Upon careful review of this matter, we have determined not to recommend enforcement action at this time. Among the factors we considered were the relatively low product sales and the prompt decision of Blue California and SunDita to cease making the claims noted above. FTC staff expects that your clients will carefully review their claims to ensure that all future advertising complies with the FTC Act. The closing of this investigation is not to be construed as a determination that a violation of law did not occur, 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 information as the public interest may warrant.

Very truly yours,


Mary K. Engle
Associate Director