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Kudos to the FTC for taking a stance and enforcing the law. False advertising and misleading claims completely undermine consumer trust. Regulatory agencies such as the FTC hold companies accountable; without accountability where would we all be? (Ask the Bernie Madoff victims.) No one likes to be made a fool due to any company's fraud.

I am taken aback that such blatant and false advertising appears to have no monetary restitution to the consumers at all, nor has the profit Mars made with their illegal claims been taken into consideration. After all illegal is illegal. Was this intentional on the part of the Mars company? I recommend the question be asked and the FTC decide.

Thank you again for doing what we as individuals in this country cannot.

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