



United States of America  
FEDERAL TRADE COMMISSION  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Division of Advertising Practices  
Bureau of Consumer Protection

Mary K. Engle  
Associate Director

February 3, 2017

Andrea C. Levine, Esq.  
Vice President, Director  
National Advertising Division  
112 Madison Avenue, 3rd Floor  
New York, NY 10016

Re: Advertising Claims by Solar D Skincare, LLC

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your referral indicated that Solar D Skincare, LLC, the advertiser for Solar D sunscreen, declined to participate in the NAD's self-regulatory process.

After we contacted the company regarding the NAD referral, it agreed to cooperate with the NAD's inquiry. Subsequently, however, the NAD decided to close its inquiry into the challenged claims.

Accordingly, it appears no additional FTC action is warranted at this time. Our decision is not to be construed as a determination that a violation has not occurred. The Commission reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

Mary K. Engle  
Associate Director  
Division of Advertising Practices