



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

October 16, 2017

Peter C. Marinello
Director
Electronic Retailing Self-Regulation Program
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising for Mayfair Industries Inc.'s Garcinia Cambogia ZT/Garcinia Cambogia Allure dietary supplement

Dear Mr. Marinello:

A few months ago, the Electronic Retailing Self-Regulation Program referred to the Federal Trade Commission an ERSP compliance investigation of Mayfair Industries Inc.'s claims that its Garcinia Cambogia ZT/Garcinia Cambogia Allure dietary supplement product is clinically proven to cause significant fat loss, including proven to "melt off 8 lbs of fat every 7 days... and prevent your body from producing additional fat." Your referral indicated that Mayfair Industries did not respond to ERSP's inquiries or otherwise participate in ERSP's self-regulatory process. Accordingly, you referred this matter to the FTC for our review.

After we alerted Mayfair Industries to the ERSP's referral to the FTC, the company agreed to cooperate with the ERSP's inquiry. We understand from conversations with you and Jessica Grodzki that Mayfair Industries is actively cooperating with ERSP's inquiry.

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 ERSP's self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting ERSP.

Very truly yours,

A handwritten signature in blue ink, appearing to read "D. W. Domond".

Devin W. Domond
Chief of Staff for Advertising Practices