



UNITED STATES OF AMERICA  
Federal Trade Commission

Division of Advertising Practices

May 7, 2018

Laura Brett, Esq., Director  
National Advertising Division  
112 Madison Avenue, 3rd Floor  
New York, NY 10016

Re: Advertising claims for KNH Online Inc.'s Adderlin dietary supplement product

Dear Ms. Brett:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your letter indicated that KNH Online, Inc. claimed that use of the Adderlin dietary supplement product will increase IQ, memory, focus, creativity, and energy. You noted that the Council for Responsible Nutrition brought this challenge to NAD's attention. Because KNH Online, Inc., declined to participate in the NAD's self-regulatory process, you referred this matter to the FTC for our review.

Upon careful review of this matter, we have determined not to recommend enforcement action at this time. In coming to this conclusion, we considered a number of factors related to resource allocation and enforcement priorities, as well as the nature of any FTC Act violation, the amount, type, severity of any consumer injury, and the likelihood of preventing future unlawful conduct and securing consumer redress or other relief.

The Commission is grateful for the NAD's role in offering a voluntary forum to address practices that may violate your guidelines and the principles of the FTC Act. We fully support the NAD's self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting NAD.

Very truly yours,

Devin Willis Domond  
Chief of Staff for Advertising Practices