



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

Division of Advertising Practices

May 14, 2018

Laura Brett, Esq., Senior Vice President  
National Advertising Division  
112 Madison Avenue, 3<sup>rd</sup> Floor  
New York, NY 10016

Re: NAD Referral About Advertising for Life & Health Research Group, LLC's  
Micro-Particle Colloidal Silver Generator

Dear Ms. Brett:

I am writing to follow up on NAD's referral to the FTC of its compliance investigation of Life & Health Research Group, LLC, d/b/a The Silver Edge, for claims that its Micro-Particle Colloidal Silver Generator prevents, treats, or cures colds, flu viruses, pneumonia, strep throat, and related conditions.

Your referral indicated that Life & Health Research Group did not respond to inquiries or otherwise participate in the NAD's self-regulatory process. Accordingly, you referred this matter to the FTC for our review.

After we alerted Life & Health Research Group's counsel to this NAD referral, the company agreed to cooperate with NAD's inquiries. The NAD attorney assigned to this matter has confirmed with FTC staff that Life & Health Research Group has ceased making the challenged advertising claims, including testimonials.

Accordingly, it appears no additional FTC action is warranted at this time. The FTC 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 sincerely appreciate your referral and the opportunity to continue to assist in supporting NAD.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Devin Willis Domond".

Devin Willis Domond  
Chief of Staff for Advertising Practices

cc: Sager Raich, Esq., Counsel for Life & Health Research Group, LLC