



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

Division of Advertising Practices

May 21, 2018

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

Re: 2BeUnstoppable, LLC's Advertising for My Perfect Bones Dietary Supplement

Dear Ms. Brett:

I am writing to follow up on NAD's referral to the FTC of its inquiry into 2BeUnstoppable, LLC's claims that its My Perfect Bones dietary supplement product is clinically shown to reduce pain due to advanced osteoporosis. Your referral stated that the Council for Responsible Nutrition (CRN) brought this matter to NAD's attention. Your referral indicated that 2BeUnstoppable did not respond to NAD's inquiries or otherwise participate in NAD's self-regulatory process, so you referred this matter to the FTC for our review.

After receiving your referral, FTC staff attempted to visit 2BeUnstoppable's website about which CRN complained (www.solongpain.com/products). We also tried to visit another website apparently associated with the company (www.MyPerfectBones.com). Neither website is active. Additional internet searches did not reveal an active website where 2BeUnstoppable or its principal continue to sell the My Perfect Bones dietary supplement product.

The staff is concerned that 2BeUnstoppable did not file a substantive response after the NAD's initial inquiries; however, it appears that after the NAD referred his matter, the company deactivated and discontinued selling products through the website at issue. We will continue to monitor the aforementioned websites and other advertisements for My Perfect Bones dietary supplement product, but at this time it appears no additional FTC action is warranted. 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,

Devin Willis Domond
Chief of Staff for Advertising Practices