



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

Division of Advertising Practices

June 20, 2018

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

Re: Advertising Claims for The Balance of Nature Dietary Supplement

Dear Ms. Brett:

Thank you for your letter referring the above-mentioned matter. Your referral indicated that Balance of Nature, Inc. represents that its dietary supplement provides the nutrition of over 10 servings of whole fruits and vegetables per day, enhances the immune system, and has numerous other health benefits. Your referral also indicates that NAD requested substantiation for the company's health claims, but did not receive any written response. Because Balance of Nature, 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 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 and 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 the NAD.

Very truly yours,

A handwritten signature in black ink, appearing to read "Devin W. Domond".

Devin W. Domond  
Chief of Staff for Advertising Practices