



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

Division of Advertising Practices

March 31, 2020

Via Electronic Mail (lbrett@bbbnp.org)

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

Re: Advertising by Creekside Natural Therapeutics, LLC for Creekside Focused Mind Jr. dietary supplement

Dear Ms. Brett:

On December 30, 2019, the National Advertising Division referred to the Federal Trade Commission its Decision regarding advertising by Creekside Natural Therapeutics, LLC (“Creekside”) for its Creekside Focused Mind Jr., a dietary supplement purported to treat Attention Deficity Hyperactivity Disorder and improve focus and memory in children. We understand that the Council for Responsible Nutrition had filed an NAD Challenge against Creekside, and that Creekside had ceased participating in the NAD process even after NAD issued its Decision. Accordingly, you referred this matter to the Federal Trade Commission for our review.

After we alerted Creekside to NAD’s referral to the FTC, the company agreed to engage with NAD. We understand from recent communications with your staff that Creekside has actively cooperated with NAD.

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 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 "Carolyn L. Hann".

Carolyn L. Hann
Chief of Staff for Advertising Practices