



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

Division of Advertising Practices

July 29, 2021

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 The Coldest Water, LLC

Dear Ms. Brett:

On June 30, 2021, the National Advertising Division referred to the Federal Trade Commission an NAD self-monitoring inquiry regarding social media advertising by The Coldest Water, LLC for its insulated water bottles. Despite several attempts to reach The Coldest Water, NAD received no response to its inquiry. Accordingly, you referred this matter to the Federal Trade Commission for our review.

After we alerted The Coldest Water to NAD's referral to the FTC, the company agreed to engage with NAD. We understand from recent communications with your staff that The Coldest Water is actively cooperating 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,

Carolyn L. Hann
Chief of Staff for Advertising Practices