



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

Division of Advertising Practices

Mary K. Engle

May 30, 2013

Andrea C. Levine, Esq.  
Director, Senior Vice President  
Advertising Self-Regulatory Council  
National Advertising Division  
112 Madison Avenue, 3<sup>rd</sup> Floor  
New York, NY 10016

Re: Referral of Advertising for Venus ProSkin MoistureRich Razor

Dear Ms. Levine:

Thank you for your February 20, 2013 letter to the Federal Trade Commission, conveying NAD's concerns about The Gillette Company's slow implementation of NAD's recommendation to modify "MoistureRich" claims on packaging and in advertising of the Venus ProSkin razor to remove unsupported representations that the razor moisturizes or hydrates the skin during the shave process (in contrast to claims that the MoistureRich Gel Bars lubricate to provide a more comfortable, less irritating shave).

We contacted Adam Newton, Esq. at Procter & Gamble, who represents The Gillette Company. Mr. Newton responded that, as of early April 2013, The Gillette Company has completed implementation of NAD's recommendations in all advertising and on all U.S. packaging it is shipping. The company either has discontinued the claims at issue or updated the language to comply with NAD's recommendations. Consequently, it appears that no further FTC action is warranted at this time. As always, we appreciate receiving your referral.

Very truly yours,

A handwritten signature in blue ink that reads "Mary Koelbel Engle".

Mary Koelbel Engle  
Associate Director

cc: Martin Zwerling, Esq., National Advertising Division