



Division of
Advertising Practices

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

January 7, 2016

Andrea C. Levine, Esq.
Senior Vice President, Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising Claims for New Nordic USA, Inc.

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your referral indicated that NAD's attempt to resolve a dispute with the advertiser, New Nordic USA, Inc., had reached an impasse because the advertiser would not discontinue certain claims for its Hair Volume dietary supplements.

We contacted the principal for New Nordic USA, Inc., who has informed us that the company now intends to cooperate with NAD's inquiry. Our understanding is that a company representative will soon contact NAD attorney Kathleen Dunnigan to reengage in the NAD self-regulatory process.

Accordingly, it appears that no additional FTC action is warranted at this time. 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,

Mary K. Engle
Associate Director