



Division of Advertising Practices

UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

February 23, 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 Steuart's Pain Formula

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your referral indicated that the advertiser, Steuart Laboratories, was the subject of a challenge involving express claims and testimonials that its product relieves pain symptoms associated with arthritis, diabetic neuropathy, and other conditions. Your referral also stated that the advertiser refused to participate in NAD's self-regulatory process.

We contacted the principal for Steuart Laboratories, 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 you 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,

A handwritten signature in cursive script that reads "Mary K. Engle".

Mary K. Engle
Associate Director