



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

Division of Advertising Practices

September 9, 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 Verified Forskolin

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-captioned matter. Your referral indicated that the website Verifiedforskolin.com was the subject of a challenge involving health claims that Verified Forskolin remedies such conditions as asthma, glaucoma, and cancer. Your referral also stated that the advertiser refused to participate in the NAD's self-regulatory process.

On August 24, 2016, NAD issued a press release concerning the matter. Subsequently, you informed us that, in response to the press release, MB Premium Health Labs reached out to you, identified itself as the manufacturer of Verified Forskolin, and agreed to participate in the NAD 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 for Advertising Practices