

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Division of Advertising Practices

February 6, 2014

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

Re: Xlear, Inc. Spry Dental Defense System

Dear Ms. Levine:

I am writing to follow up on your December 18, 2013 referral to the FTC in the above-mentioned matter. Your referral indicated that the advertiser, Xlear, Inc., initially provided certain documents purporting to show the efficacy of xylitol on preventing dental caries, but that it otherwise declined to participate in NAD's self-regulatory process.

Please be advised that we have been in contact with the principals at Xlear, Inc., who have indicated to us that the company now intends to cooperate with NAD's inquiry. Our understanding is that a representative of the company will be in contact with you shortly to reengage in the NAD self-regulatory process.

We appreciate having received this referral and having the opportunity to assist in supporting the NAD.

Very truly yours,

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

Mary K. Engle
Associate Director for Advertising Practices