



United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

July 14, 2026

Laura Smith, Esq.
Bonnie Patten, Esq.
Truth in Advertising, Inc.

Re: TruHeight, FTC File No. 242-3093

Dear Laura Smith and Bonnie Patten:

The Commission's analysis is aided by hearing from a variety of sources, and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

According to our complaint, Respondents made unsubstantiated claims that TruHeight products cause increased height and height growth in children and teenagers, and that clinical studies showed that TruHeight products were effective. Our complaint further alleges that Respondents used fake consumer reviews and fake social media profiles to market TruHeight products, and offered consumers incentives in return for leaving positive reviews of TruHeight products on Respondents' website and on third-party platforms.

The proposed order would prohibit Respondents from making false or unsubstantiated claims about increased height and height growth, as well as other health benefits, performance, efficacy, safety, or side effects of any dietary supplement, food, or drug. It would also prohibit Respondents from making misrepresentations regarding consumer reviews and testimonials. Additionally, the proposed order would require Respondents to pay the Commission \$750,000 for consumer redress.

In your comment, you commend the Commission for this enforcement action and express support for the proposed order in its entirety. We appreciate your support of the Commission's efforts. The Commission will continue to use its authority to protect consumers from harms stemming from deceptive and unsubstantiated advertising.

Having considered all the facts of the case and the public's comments submitted in response to the consent agreement, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor
Secretary