

April 13, 2023

<u>Via Federal Express</u>
Rod Jao, CEO
Allysian Sciences Inc.
6351 Westminster Highway, Suite 201
Richmond, BC V7C 4V4
Canada

Re: Notices of Penalty Offenses

Dear Rod Jao:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Rod Jao April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Luciano D'Amico, President BioAmicus Laboratories Inc. 106-3150 Dufferin Street Toronto, ON M6A 2T1 Canada

Re: Notices of Penalty Offenses

Dear Luciano D'Amico:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Luciano D'Amico April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Marie Provost, President
Clef des Champs Inc.
2205 Chemin de la Riviere
Val David, QC J0T 2N0
Canada

Re: Notices of Penalty Offenses

Dear Marie Provost:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Marie Provost April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Michael Ryan Gorenstein
President and CEO
Cronos Group Inc.
111 Peter Street, Suite 300
Toronto, ON M5V 2H1
Canada

Re: Notices of Penalty Offenses

Dear Michael Ryan Gorenstein:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Ryan Gorenstein April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Science Viswana 72



April 13, 2023

Via Federal Express
Dr. Brendan Mullen
Laboratory Director
Flow Health Services Incorporated
65 Kenneth Avenue
Oshawa, ON L1G 5N3
Canada

Re: Notices of Penalty Offenses

Dear Dr. Brendan Mullen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dr. Brendan Mullen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Science Viswana 72



April 13, 2023

Via Federal Express
Timothy Toll, CEO
Iovate Health Sciences International Inc.
381 North Service Road West
Oakville, ON L6M 0H4
Canada

Re: Notices of Penalty Offenses

Dear Timothy Toll:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Timothy Toll April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Mike Pilato, CEO
Jamieson Wellness Inc.
1 Adelaide Street E., Suite 2200
Toronto, ON M5C 2V9
Canada

Re: Notices of Penalty Offenses

Dear Mike Pilato:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Pilato April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
David Kohler, CEO
Mimi's Rock Corp.
610 Chartwell Road, Suite 202
Oakville, ON L6J 2X6
Canada

Re: Notices of Penalty Offenses

Dear David Kohler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Kohler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

Via Federal Express
David Kohler, CEO
Mimi's Rock Inc.
610 Chartwell Road, Suite 202
Oakville, ON L6J 2X6
Canada

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

Via Federal Express
Roland Gahler, CEO
Natural Factors Nutritional Products Ltd.
1550 United Boulevard
Coquitlam, BC V3K 6Y2
Canada

Re: Notices of Penalty Offenses

Dear Roland Gahler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Roland Gahler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Charles Chang, President Sequel Natural Ltd. 101-3001 Wayburne Drive, #101 Burnaby, BC V5G 4W3 Canada

Re: Notices of Penalty Offenses

Dear Charles Chang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Charles Chang April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express
Paul Rivett-Carnac, President and CEO
St. Francis Herb Farm Inc.
50 Lane Street
Barry's Bay, ON ON K0J 1B0
Canada

Re: Notices of Penalty Offenses

Dear Paul Rivett-Carnac:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paul Rivett-Carnac April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

Via Federal Express
Andreas Schrepfer
Managing Director
Hermes Pharma GmbH
Georg-Kalb-Strasse 5
Pullach 82049
Germany

Re: Notices of Penalty Offenses

Dear Andreas Schrepfer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Andreas Schrepfer April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Science VI swarpar



April 13, 2023

Via Federal Express
Sanjay Puri, CEO
Wellisen Nutraceuticals
4th Floor, Amar Synergy
Sadhu Vaswani Chowk
Pune, Maharashtra 411001
India

Re: Notices of Penalty Offenses

Dear Sanjay Puri:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sanjay Puri April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Science Viswana 72



April 13, 2023

Via Federal Express
Barry Kiely, CEO
PrecisionBiotics Ltd.
Building 4400, Cork Airport Business Park
Kinsale Road
Cork T12 N84F
Ireland

Re: Notices of Penalty Offenses

Dear Barry Kiely:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Barry Kiely April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Science VI swarpar



April 13, 2023

Via Federal Express Ron Elul, CEO CuraLife Ltd. Ein Ganin 8 Tel Aviv 6515155 Israel

Re: Notices of Penalty Offenses

Dear Ron Elul:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Elul April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express Rolf Sorg, CEO PM-International AG 15 Waitstrooss Schengen L-5445 Luxembourg

Re: Notices of Penalty Offenses

Dear Rolf Sorg:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rolf Sorg April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Jennifer Taubert
Executive Vice President and World Wide Chairman
Johnson & Johnson Pte. Ltd.
2 International Business Park
07-01 Tower 1, The Strategy
Singapore 609930
Singapore

Re: Notices of Penalty Offenses

Dear Jennifer Taubert:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Endorsement Notice, such unlawful acts and practices include: falsely claiming an endorsement by a third party; misrepresenting that an endorsement represents the experience or opinions of product users; misrepresenting that an endorser is an actual, current, or recent user of a product or service; continuing to use an endorsement without

Jennifer Taubert April 13, 2023 Page 2 of 2

good reason to believe that the endorser continues to hold the views presented; using an endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan

Sugna VI Swana 72

Associate Director



April 13, 2023

Via Federal Express
Sergio Duplan
President, North America
Alcon Inc.
Avenue Louis-Casaï 58
Cointrin-Geneva CH-1216
Switzerland

Re: Notices of Penalty Offenses

Dear Sergio Duplan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sergio Duplan April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Science Viswana 72



April 13, 2023

Via Federal Express
Toby Lewis, Managing Director
ADM Protexin Limited
Lopen Head
South Petherton, Somerset TA13 5JH
United Kingdom

Re: Notices of Penalty Offenses

Dear Toby Lewis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Toby Lewis April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Brian McNamara, CEO
Haleon plc
The Heights Building 5, 1st Floor
Weybridge, Surrey KT13 0NY
United Kingdom

Re: Notices of Penalty Offenses

Dear Brian McNamara:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brian McNamara April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
NU U Nutrition, Ltd.
Platinum Road, Unit 1
Davyhulme East Ward
Greater Manchester M41 7LJ
United Kingdom

Re: Notices of Penalty Offenses

Dear Chief Officer of NU U Nutrition, Ltd.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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NU U Nutrition, Ltd. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

Via Federal Express
Alan Jope, CEO
Unilever PLC
100 Victoria Embankment
London EC4Y 0DY
United Kingdom

Re: Notices of Penalty Offenses

Dear Alan Jope:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Alan Jope April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Andrew Darren Mitchell, Director
Wikaniko Ltd.
7 Aldeburgh Avenue
Newcastle-Upon-Tyne NE15 8TA
United Kingdom

Re: Notices of Penalty Offenses

Dear Andrew Darren Mitchell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andrew Darren Mitchell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Mallory Blair, CEO
2X4 Health LLC
251 Little Falls Drive
Wilmington, DE 19808

Re: Notices of Penalty Offenses

Dear Mallory Blair:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Mallory Blair April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Danny Lee, CEO
4Life Research USA, LLC
9850 South 300 W
Sandy, UT 84070

Re: Notices of Penalty Offenses

Dear Danny Lee:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Danny Lee April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Danny Lee, CEO 4Life Trademarks, LLC 9850 South 300 W Sandy, UT 84070

Re: Notices of Penalty Offenses

Dear Danny Lee:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Danny Lee April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Klee Irwin, CEO 5310 Holdings, LLC 5310 Beethoven Street Los Angeles, CA 90066

Re: Notices of Penalty Offenses

Dear Klee Irwin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Klee Irwin April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Josh Groff, CEO
82 Labs, Inc.
3530 Wilshire Boulevard, Suite 220
Los Angeles, CA 90010

Re: Notices of Penalty Offenses

Dear Josh Groff:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Josh Groff April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Lockett, CEO
A Nelson & Co Limited
21 High Street, Suite 302
North Andover, MA 01845

Re: Notices of Penalty Offenses

Dear Michael Lockett:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Lockett April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Lockett, CEO
A Nelson & Co. Ltd.
21 High Street, #302
North Andover, MA 01845

Re: Notices of Penalty Offenses

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Michael Lockett April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Robert Ford, CEO Abbott Laboratories 100 Abbott Park Road Abbott Park, IL 60064

Re: Notices of Penalty Offenses

Dear Robert Ford:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Ford April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Richard A. Gonzalez, CEO
AbbVie Inc.
1 North Waukegan Road
North Chicago, IL 60064

Re: Notices of Penalty Offenses

Dear Richard A Gonzalez:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Richard A. Gonzalez April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christopher Kelly, COO Activ Nutritional, LLC 15 Valley Drive Greenwich, CT 06831

Re: Notices of Penalty Offenses

Dear Christopher Kelly:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Kelly April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Vincent Macciocchi, CEO ADM Protexin, Inc. 1833 NW 79th Avenue Doral, FL 33126

Re: Notices of Penalty Offenses

Dear Vincent Macciocchi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vincent Macciocchi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Vasant Laxminarayan Rathi, Director
Advanced Enzymes USA Inc.
13591 Yorba Avenue
Chino, CA 91710

Re: Notices of Penalty Offenses

Dear Vasant Laxminarayan Rathi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vasant Laxminarayan Rathi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Faith Son, CEO
Advanced Micronutrition LLC
513 Main Street
Windermere, FL 34786

Re: Notices of Penalty Offenses

Dear Faith Son:

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Faith Son April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Gitty Zahler, CEO
Advanced Nutrition, Inc.
50 Lawrence Avenue
Brooklyn, NY 11230

Re: Notices of Penalty Offenses

Dear Gitty Zahler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Gitty Zahler April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bryon Yang, Member
Advanced Protein Technology, LLC
4683 50th Street SE, Suite 205
Kentwood, MI 49512

Re: Notices of Penalty Offenses

Dear Bryon Yang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bryon Yang April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kristin Recchiuti, CEO
Advantice Health, LLC
7 East Frederick Place, Suite 100
Cedar Knolls, NJ 07927

Re: Notices of Penalty Offenses

Dear Kristin Recchiuti:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kristin Recchiuti April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patrick Wright, CEO
AdvoCare International, LLC
2800 Telecom Parkway
Richardson, TX 75082

Re: Notices of Penalty Offenses

Dear Patrick Wright:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patrick Wright April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ann Walker, CEO Aihu, Inc. 2860 North World Cup Place Eagle, ID 83616

Re: Notices of Penalty Offenses

Dear Ann Walker:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ann Walker April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ron Fugate, President and CEO
Alacer Corp.
80 Icon
Foothill Ranch, CA 92610

Re: Notices of Penalty Offenses

Dear Ron Fugate:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Fugate April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ahmad Sher, CEO
Alaska Spring Pharmaceuticals Inc.
609 Cantiague Rock Road
Westbury, NY 11590

Re: Notices of Penalty Offenses

Dear Ahmad Sher:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ahmad Sher April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
David J. Endicott, CEO
Alcon Laboratories, Inc.
6201 South Freeway
Fort Worth, TX 76134

Re: Notices of Penalty Offenses

Dear David J. Endicott:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David J. Endicott April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> David J. Endicott, CEO Alcon Vision LLC 6201 South Freeway Fort Worth, TX 76134

Re: Notices of Penalty Offenses

Dear David J. Endicott:

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David J. Endicott April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stephen Levine, CEO
Allergy Research Group LLC
2300 South Main Street
South Salt Lake, UT 84115

Re: Notices of Penalty Offenses

Dear Stephen Levine:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stephen Levine April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eduardo Cabantog, CEO
Alliance in Motion Global Inc.
14265 Craggy Rock Avenue
El Paso, TX 79938

Re: Notices of Penalty Offenses

Dear Eduardo Cabantog:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eduardo Cabantog April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Peter Butterfield, CEO
Alliance Pharma Inc
Great Valley Corporate Center
17 Lee Boulevard
Malvern, PA 19355

Re: Notices of Penalty Offenses

Dear Peter Butterfield:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Peter Butterfield April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Andy Touille, CEO
Almased USA, Inc.
1200 Corporate Center Way, Suite 204
Wellington, FL 33414

Re: Notices of Penalty Offenses

Dear Andy Touille:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andy Touille April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Christopher Hardy, CEO
AloeVeritas Americas, LLC
101 East Park Boulevard, Suite 600
Plano, TX 75074

Re: Notices of Penalty Offenses

Dear Christopher Hardy:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Hardy April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Sam Caster, CEO Alovéa, PBC 1551 Corporate Drive Irving, TX 75038

Re: Notices of Penalty Offenses

Dear Sam Caster:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sam Caster April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Hui Chen, CEO
Alphay International Inc.
333 South Anita Drive, Suite 855
Orange, CA 92868

Re: Notices of Penalty Offenses

Dear Hui Chen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Hui Chen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
John Easterling, Founder
Amazon Herb Co.
1002 Jupiter Park Lane, Suite 1
Jupiter, FL 33458

Re: Notices of Penalty Offenses

Dear John Easterling:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Easterling April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Andy Jassy, CEO
Amazon.com, Inc.
410 Terry Avenue N.
Seattle, WA 98109

Re: Notices of Penalty Offenses

Dear Andy Jassy:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andy Jassy April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
David Wales, President and CEO
American Biosciences, Inc.
560 Bradley Parkway, Suite 4
Blauvett, NY 10913

Re: Notices of Penalty Offenses

Dear David Wales:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Wales April 13, 2023 Page 2 of 2

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Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jimmy Wang, CEO
American Health Formulations, Inc.
45 Adams Avenue
Hauppauge, NY 11788

Re: Notices of Penalty Offenses

Dear Jimmy Wang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jimmy Wang April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Scott Rudolph, President and CEO
American Health Inc.
2100 Smithtown Avenue
Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Scott Rudolph:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Rudolph April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Scott Moeller, President American Silver LLC 705 East 50 South American Fork, UT 84003

Re: Notices of Penalty Offenses

Dear Scott Moeller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Moeller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Robert A. Bradway, CEO
Amgen Inc.
One Amgen Center Drive
Thousand Oaks, CA 91320

Re: Notices of Penalty Offenses

Dear Robert A. Bradway:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert A. Bradway April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gary Hail, President and CEO
AMS Health Sciences, LLC
711 NE 39th Street
Oklahoma City, OK 73105

Re: Notices of Penalty Offenses

Dear Gary Hail:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gary Hail April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Milind Pant, CEO Amway Corp. 7575 Fulton Street E. Ada, MI 49355

Re: Notices of Penalty Offenses

Dear Milind Pant:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Milind Pant April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brian Johnson, Owner
Ancestral Supplements, LLC
13876 Longwood Drive
Willis, TX 77318

Re: Notices of Penalty Offenses

Dear Brian Johnson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brian Johnson April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Anthony Kleinsmith, CEO
Anovite, LLC
14512 Center Point Way, Suite 100
Bluffdale, UT 84065

Re: Notices of Penalty Offenses

Dear Anthony Kleinsmith:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Anthony Kleinsmith April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Hugh Hempel, CEO
Anthology Brands, Inc.
9888 West Belleview Avenue, Suite 2060
Denver, CO 80123

Re: Notices of Penalty Offenses

Dear Hugh Hempel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Hugh Hempel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sebastien Hebbelinck, CEO
APAX OTC Business Development LLC
4833 South Front Street, No. 415
Castle Rock, CO 80104

Re: Notices of Penalty Offenses

Dear Sebastien Hebbelinck:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sebastien Hebbelinck April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sebastien Hebbelinck, CEO
APAX USA Inc.
4833 South Front Street, No. 415
Castle Rock, CO 80104

Re: Notices of Penalty Offenses

Dear Sebastien Hebbelinck:

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Sebastien Hebbelinck April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Latefi, CEO
Applied Biological Laboratories Inc.
760 Parkside Avenue, Suite 317
Brooklyn, NY 11226

Re: Notices of Penalty Offenses

Dear Michael Latefi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Latefi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Charles Richardson, Owner Apricot Power, Inc. 13501 Ranch Road 12, Suite 103 Wimberley, TX 78676

Re: Notices of Penalty Offenses

Dear Charles Richardson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Charles Richardson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tyler Whitehead, CEO
Arbonne International, LLC
9400 Jeronimo Road
Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Tyler Whitehead:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tyler Whitehead April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Juan Ricardo Luciano, President and CEO
Archer Daniels Midland Company
77 West Wacker Drive, Suite 4600
Chicago, IL 60601

Re: Notices of Penalty Offenses

Dear Juan Ricardo Luciano:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Juan Ricardo Luciano April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christopher Rohde, CEO Archon Vitamin, LLC 3775 Park Avenue, Suite 1 Edison, NJ 08820

Re: Notices of Penalty Offenses

Dear Christopher Rohde:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Rohde April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kristen and Travis Butler, Co-CEOs
Arieyl LLC
7065 Branch Court
Saint Cloud, FL 34771

Re: Notices of Penalty Offenses

Dear Kristen and Travis Butler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kristen and Travis Butler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sayne McAnalley, CEO
Aroga, Ltd.
1610 West Polo Road
Grand Prairie, TX 75052

Re: Notices of Penalty Offenses

Dear Sayne McAnalley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sayne McAnalley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Justin Marsh, CEO
Arthur Andrew Medical, Inc.
8350 East Raintree Drive, Suite 101
Scottsdale, AZ 85260

Re: Notices of Penalty Offenses

Dear Justin Marsh:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Justin Marsh April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Elena Sudzhyan, CEO
Asa Distribution Inc.
255-01 Northern Boulevard
Little Neck, NY 11362

Re: Notices of Penalty Offenses

Dear Elena Sudzhyan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Elena Sudzhyan April 13, 2023 Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Charles Funke, CEO
Asea, LLC
1488 West Pleasant View Drive
Pleasant Grove, UT 84062

Re: Notices of Penalty Offenses

Dear Charles Funke:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Charles Funke April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Arun Nair, CEO AstaReal Inc. 3 Terri Lane, Unit 12 Burlington, NJ 08016

Re: Notices of Penalty Offenses

Dear Arun Nair:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Arun Nair April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Pascal Soriot, CEO
AstraZeneca Pharmaceuticals LP
1800 Concord Pike
Wilmington, DE 19850

Re: Notices of Penalty Offenses

Dear Pascal Soriot:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Pascal Soriot April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Pascal Soriot, CEO
AstraZeneca plc.
1800 Concord Pike
Wilmington, DE 19850

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Pascal Soriot April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Han Gill Park, CEO Atomy America Inc. 33801 1st Way S., Suite 301 Federal Way, WA 98003

Re: Notices of Penalty Offenses

Dear Han Gill Park:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Han Gill Park April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kyle Bliffert, President and CEO
Atrium Innovations, Inc.
600 Boyce Road
Pittsburgh, PA 15205

Re: Notices of Penalty Offenses

Dear Kyle Bliffert:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kyle Bliffert April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ashley Prange, Founder
Au Naturel, Inc.
1012 3rd Street
Alexandria, LA 71301

Re: Notices of Penalty Offenses

Dear Ashley Prange:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ashley Prange April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Steven Zeledes, CEO
Avacare Medical LLC
1965 Swarthmore Avenue, Suite 8
Lakewood, NJ 08701

Re: Notices of Penalty Offenses

Dear Steven Zeledes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steven Zeledes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Wa'el Hashad, CEO
Avanir Pharmaceuticals Inc.
30 Enterprise, Suite 200
Aliso Viejo, CA 92656

Re: Notices of Penalty Offenses

Dear Wa'el Hashad:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Wa'el Hashad April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Deb Soule, CEO
Avena Botanicals, Inc.
219 Mill Street
Rockport, ME 04856

Re: Notices of Penalty Offenses

Dear Deb Soule:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Deb Soule April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Todd Garvey, CEO Avrio Health L.P. 201 Tresser Boulevard Stamford, CT 06901

Re: Notices of Penalty Offenses

Dear Todd Garvey:

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Todd Garvey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Virender Sodhi, CEO Ayush Herbs Inc. 2239 152nd Avenue NE Redmond, WA 98052

Re: Notices of Penalty Offenses

Dear Virender Sodhi:

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Virender Sodhi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Chris Ascher, President B.F. Ascher & Company, Inc. 15501 West 109th Street Lenexa, KS 66211

Re: Notices of Penalty Offenses

Dear Chris Ascher:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Chris Ascher April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Chase Terwilliger, CEO
Balanced Health Botanicals, LLC
1720 South Bellaire Street
Penthouse Suite
Denver, CO 80222

Re: Notices of Penalty Offenses

Dear Chase Terwilliger:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Chase Terwilliger April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Ted Harris, President and CEO
Balchem Corp.
52 Sunrise Park Road
New Hampton, NY 10958

Re: Notices of Penalty Offenses

Dear Ted Harris:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ted Harris April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stuart Gelbard, CEO
Barrington Chemical Corp.
500 Mamaroneck Avenue, Suite 201
Harrison, NY 10528

Re: Notices of Penalty Offenses

Dear Stuart Gelbard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stuart Gelbard April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Heinz, CEO
BASF Corp.
100 Park Avenue
Florham Park, NJ 07932

Re: Notices of Penalty Offenses

Dear Michael Heinz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Heinz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Brad Stewart, President
Basic Research, LLC
742 West Harold Gatty Drive
Salt Lake City, UT 84116

Re: Notices of Penalty Offenses

Dear Brad Stewart:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brad Stewart April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Thomas J. Appio, CEO
Bausch + Lomb Corporation
400 Somerset Corporate Boulevard
Bridgewater, NJ 08807

Re: Notices of Penalty Offenses

Dear Thomas J. Appio:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Thomas J. Appio April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Thomas J. Appio, CEO
Bausch Health Companies, Inc.
400 Somerset Corporate Boulevard
Bridgewater, NJ 08807

Re: Notices of Penalty Offenses

Dear Thomas J. Appio:

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Thomas J. Appio April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patrick Lockwood-Taylor, President
Bayer Corp.
100 Bayer Boulevard
Whippany, NJ 07981

Re: Notices of Penalty Offenses

Dear Patrick Lockwood-Taylor:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patrick Lockwood-Taylor April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patrick Lockwood-Taylor, President
Bayer HealthCare LLC
555 White Plains Road
Tarrytown, NY 10591

Re: Notices of Penalty Offenses

Dear Patrick Lockwood-Taylor:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patrick Lockwood-Taylor April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patrick Lockwood-Taylor, President
Bayer U.S. LLC
100 Bayer Boulevard
Whippany, NJ 07981

Re: Notices of Penalty Offenses

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Patrick Lockwood-Taylor April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Ziv Haklili, Co-CEO
Beauty Science Group, Inc.
385 South Lemon Avenue
Suite E134
Walnut, CA 91789

Re: Notices of Penalty Offenses

Dear Ziv Haklili:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ziv Haklili April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express
Jim Chiang, CEO
Bel Marra Nutritionals Inc.
Harvard Square, One Mifflin Place
Suite 400
Cambridge, MA 02138

Re: Notices of Penalty Offenses

Dear Jim Chiang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jim Chiang April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Darcy Horn Davenport
President and CEO
BellRing Brands, Inc.
2503 South Hanley Road
St. Louis, MO 63144

Re: Notices of Penalty Offenses

Dear Darcy Horn Davenport:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Darcy Horn Davenport April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
David Klemp, Co-Founder
Benedictine Herbs, LLC
343 Soquel Avenue, Suite 52
Santa Cruz, CA 95062

Re: Notices of Penalty Offenses

Dear David Klemp:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Klemp April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ryan Anderson, CEO BeneYOU, LLC 730 North 2800 West Lindon, UT 84042

Re: Notices of Penalty Offenses

Dear Ryan Anderson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ryan Anderson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Dan Putnam, CEO
B-Epic Worldwide LLC
3075 North Fairfield Road
Layton, UT 84041

Re: Notices of Penalty Offenses

Dear Dan Putnam:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dan Putnam April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Thomas E. Salmon, CEO
Berry.En AG
101 Oakley Street
Evansville, IN 47710

Re: Notices of Penalty Offenses

Dear Thomas E. Salmon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Thomas E. Salmon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Terry LaCore, CEO
bHIP Global, Inc.
901 Sam Rayburn Highway
Melissa, TX 75454

Re: Notices of Penalty Offenses

Dear Terry LaCore:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terry LaCore April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Rus Willis, President and CEO
Bighorn Botanicals, Inc.
113 Pilgrim Creek Road
Noxon, MT 59853

Re: Notices of Penalty Offenses

Dear Rus Willis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rus Willis April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Steven Myers, President
Bio Nutrition, Inc.
3055 New Street
Oceanside, NY 11572

Re: Notices of Penalty Offenses

Dear Steven Myers:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steven Myers April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Frank D'Amelio Jr., CEO
Bio-Botanica, Inc.
75 Commerce Drive
Hauppauge, NY 11788

Re: Notices of Penalty Offenses

Dear Frank D'Amelio Jr.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Frank D'Amelio Jr. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Chris Schuler, CEO BIO-CAT Inc. 9117 Three Notch Road Troy, VA 22974

Re: Notices of Penalty Offenses

Dear Chris Schuler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Chris Schuler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Suhail Ishaq, President BioCell Technology, LLC 20 Truman Street, Suite 105 Irvine, CA 92620

Re: Notices of Penalty Offenses

Dear Suhail Ishaq:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Suhail Ishaq April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Zachary Bush, CEO Biomic Sciences, LLC 4351 Seminole Trail Charlottesville, VA 22911

Re: Notices of Penalty Offenses

Dear Zachary Bush:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Zachary Bush April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Matt Gallant, CEO
BiOptimizers USA Inc.
5470 Kietzke Lane, Suite 300
Reno, NV 89511

Re: Notices of Penalty Offenses

Dear Matt Gallant:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matt Gallant April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stephanie Ray, President and CEO
BioRay, Inc.
10 Mason, Suite 150
Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Stephanie Ray:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stephanie Ray April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> James Betz, CEO Biotivia Health LLC 1 River Place, Suite 1001 New York, NY 10036

Re: Notices of Penalty Offenses

Dear James Betz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Betz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
James Betz, CEO
Biotivia LLC
1 River Place, Suite 1001
New York, NY 10036

Re: Notices of Penalty Offenses

Dear James Betz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Betz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gameil Fouad, President
Biotron Laboratories, Inc.
750 North 1250 W.
Centerville, UT 84014

Re: Notices of Penalty Offenses

Dear Gameil Fouad:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gameil Fouad April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gary Barrows, President
Bluebonnet Nutrition Corp.
12915 Dairy Ashford Road
Sugar Land, TX 77478

Re: Notices of Penalty Offenses

Dear Gary Barrows:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gary Barrows April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jane Pemberton, CEO
Blueroot Health, Inc.
45 Kenneth Dooley Drive
Middletown, CT 06457

Re: Notices of Penalty Offenses

Dear Jane Pemberton:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jane Pemberton April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Benson K. Boreyko, CEO
Bode Pro, Inc.
7343 East Scottsdale Mall
Suite 3001
Scottsdale, AZ 85251

Re: Notices of Penalty Offenses

Dear Benson K. Boreyko:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Benson K. Boreyko April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
William Farley, CEO
Body Wise International LLC
2185 South Grand Avenue
Santa Ana, CA 92705

Re: Notices of Penalty Offenses

Dear William Farley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William Farley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Janick Boudazin, President and CEO
Boiron, Inc.
4 Campus Boulevard
Newtown Square, PA 19073

Re: Notices of Penalty Offenses

Dear Janick Boudazin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Janick Boudazin April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Bob Dickie, CEO
Bonvera, LLC
10629 Hardin Valley Road
Suite 300
Knoxville, TN 37932

Re: Notices of Penalty Offenses

Dear Bob Dickie:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bob Dickie April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Mike Quaid, CEO
Boomer Natural Wellness Inc.
8670 Cheyenne Avenue, Suite 120
Las Vegas, NV 89129

Re: Notices of Penalty Offenses

Dear Mike Quaid:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Quaid April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Linda Boardman, CEO
Bragg Live Food Products, LLC
111 West Micheltorena Street
Santa Barbara, CA 93101

Re: Notices of Penalty Offenses

Dear Linda Boardman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Linda Boardman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Pamela Andrews, CEO
Brain Armor Inc.
433 Plaza Real, Suite 275
Boca Raton, FL 33432

Re: Notices of Penalty Offenses

Dear Pamela Andrews:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Pamela Andrews April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brainjuice LLC
3616 Far West Boulevard
Suite 117-223
Austin, TX 78731

Re: Notices of Penalty Offenses

Dear Chief Officer of Brainjuice LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brainjuice LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Antony Talalay, CEO
Brassica Protection Products LLC
250 South President Street, Suite 2000
Balitmore, MD 21202

Re: Notices of Penalty Offenses

Dear Antony Talalay:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Antony Talalay April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Robert Long, President and CEO
Bridges Consumer Healthcare, LLC
811 Broad Street, Suite 600
Chattanooga, TN 37402

Re: Notices of Penalty Offenses

Dear Robert Long:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Long April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Giovanni Caforio, CEO Bristol-Myers Squibb Company 430 East 29th Street, 14th Floor New York, NY 10016

Re: Notices of Penalty Offenses

Dear Giovanni Caforio:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Giovanni Caforio April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Sam Osborne, CEO
Brodicol Products LLC
245 Oswalt Avenue
Batavia, IL 60510

Re: Notices of Penalty Offenses

Dear Sam Osborne:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sam Osborne April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
James Miller, President and CEO
Bucklebury LLC
4006 SW Town Vu Road
Bentonville, AR 72712

Re: Notices of Penalty Offenses

Dear James Miller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Miller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Vasant Laxminarayan Rathi, CEO Cal-India Foods International, Inc. 4880 Murrieta Street Chino, CA 91710

Re: Notices of Penalty Offenses

Dear Vasant Laxminarayan Rathi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vasant Laxminarayan Rathi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
David Klein, CEO
Canopy Growth USA, LLC
35715 Highway 40
Suite D-102
Evergreen, CO 80439

Re: Notices of Penalty Offenses

Dear David Klein:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Klein April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Dave MacLennan, CEO
Cargill, Inc.
15615 McGinty Road W.
Wayzata, MN 55391

Re: Notices of Penalty Offenses

Dear Dave MacLennan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dave MacLennan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
James Spounias, President
Carotec, Inc.
4000 Ponce de Leon Boulevard
Suite 470
Coral Gables, FL 33146

Re: Notices of Penalty Offenses

Dear James Spounias:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Spounias April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Bogdan Chugunov, CEO
Carte Blanche WCA, Inc.
2247 East 27th Street
Brooklyn, NY 11229

Re: Notices of Penalty Offenses

Dear Bogdan Chugunov:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bogdan Chugunov April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Calvin Chan, CEO
Catalo Natural Health USA, Inc.
2 Park Plaza, Suite 450
Irvine, CA 92614

Re: Notices of Penalty Offenses

Dear Calvin Chan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Calvin Chan April 13, 2023 Page 2 of 2

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Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Chase Terwilliger, CEO
CBDistillery, LLC
1720 South Bellaire Street
Penthouse Suite
Denver, CO 80222

Re: Notices of Penalty Offenses

Dear Chase Terwilliger:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Chase Terwilliger April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Kevin MacDermott, President cbdMD, Inc.
8845 Red Oak Boulevard
Charlotte, NC 28217

Re: Notices of Penalty Offenses

Dear Kevin MacDermott:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kevin MacDermott April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Peter Spiegel, CEO
Cebria, LLC
14724 Ventura Boulevard
Suite 200
Sherman Oaks, CA 91403

Re: Notices of Penalty Offenses

Dear Peter Spiegel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Peter Spiegel April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Carl Robinson, CEO
Cedar Bear Naturales, Inc.
1407 East Highway 40
Roosevelt, UT 84066

Re: Notices of Penalty Offenses

Dear Carl Robinson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Carl Robinson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Greg Herman
President and General Manager
Century Systems Inc.
120 Selig Drive SW
Atlanta, GA 30336

Re: Notices of Penalty Offenses

Dear Greg Herman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Greg Herman April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express
Alejandro Chaban, CEO
Chaban Wellness LLC
2901 NW 34th Street
Miami, FL 33142

Re: Notices of Penalty Offenses

Dear Alejandro Chaban:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Alejandro Chaban April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stuart Finger, CEO
Changing The Future Outcome, Inc.
1325 Airmotive Way, Suite 175-L
Reno, NV 89436

Re: Notices of Penalty Offenses

Dear Stuart Finger:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stuart Finger April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jacques Tortoroli, CEO
Charlotte's Web, Inc.
2425 55th Street, Suite 100
Boulder, CO 80301

Re: Notices of Penalty Offenses

Dear Jacques Tortoroli:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jacques Tortoroli April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Brooks Powell, CEO
Cheers Health, Inc.
1334 Brittmoore Road
Suite 1003
Houston, TX 77043

Re: Notices of Penalty Offenses

Dear Brooks Powell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brooks Powell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
William Rowe, President and CEO
Chenland Nutritionals, Inc.
3 Park Plaza, Suite 410
Irvine, CA 92614

Re: Notices of Penalty Offenses

Dear William Rowe:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William Rowe April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Robert Fried, CEO
ChromaDex, Inc.
10900 Wilshire Boulevard
Suite 600
Los Angeles, CA 90024

Re: Notices of Penalty Offenses

Dear Robert Fried:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Fried April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Matthew Farrell, CEO
Church & Dwight Co. Inc.
Princeton South Corporate Center
500 Ewing Boulevard
Ewing, NJ 08628

Re: Notices of Penalty Offenses

Dear Matthew Farrell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matthew Farrell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Murray C. Clarke
ChildLife Essentials Founder and CEO
645 South Allied Way
El Segundo, CA 90245

Re: Notices of Penalty Offenses

Dear Murray C. Clarke:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Murray C. Clarke April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Heiner Fruehauf, Founder Classical Pearls, LLC 39420 SE Gordon Creek Road Corbett, OR 97019

Re: Notices of Penalty Offenses

Dear Heiner Fruehauf:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Heiner Fruehauf April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Cristy Nickel, CEO
Code Red Fitness & Nutrition, LLC
2703 South Palmatier Way
Boise, ID 83716

Re: Notices of Penalty Offenses

Dear Cristy Nickel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Cristy Nickel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Keech Combe Shetty, CEO
Combe Incorporated
1101 Westchester Avenue
White Plains, NY 10604

Re: Notices of Penalty Offenses

Dear Keech Combe Shetty:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Keech Combe Shetty April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Matt Titlow, CEO
Compound Solutions, Inc.
1930 Palomar Point Way
Suite 105
Carlsbad, CA 92008

Re: Notices of Penalty Offenses

Dear Matt Titlow:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matt Titlow April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Constance Finley, CEO
Constance Therapeutics, Inc.
506 Tremont Avenue
Point Richmond, CA 94801

Re: Notices of Penalty Offenses

Dear Constance Finley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Constance Finley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ronald Beckenfeld, CEO
Continental Vitamin Company, Inc.
4510 South Boyle Avenue
Los Angeles, CA 90058

Re: Notices of Penalty Offenses

Dear Ronald Beckenfeld:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ronald Beckenfeld April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jeremy Fouts Corvive, CEO
CorVive, LLC
6505 West Park Boulevard
Suite 306
Plano, TX 75093

Re: Notices of Penalty Offenses

Dear Jeremy Fouts Corvive:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeremy Fouts Corvive April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express
Rob Gulbrandsen, CEO
Coseva, Inc.
438 East Winchester Street
Suite 235
Salt Lake City, UT 84107

Re: Notices of Penalty Offenses

Dear Rob Gulbrandsen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rob Gulbrandsen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
W. Craig Jelinek, CEO
Costco Wholesale Corp.
999 Lake Drive
Issaquah, WA 98027

Re: Notices of Penalty Offenses

Dear W. Craig Jelinek:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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W. Craig Jelinek April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Wendy Lucas, President
Country Life, LLC
180 Vanderbilt Motor Parkway
Hauppauge, NY 11788

Re: Notices of Penalty Offenses

Dear Wendy Lucas:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Wendy Lucas April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Les Whitaker, President and CEO
Crescendo Marketing Group, Inc.
401 South 45th Street E.
Muskogee, OK 74403

Re: Notices of Penalty Offenses

Dear Les Whitaker:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Les Whitaker April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Pat Caudill, President
CS Health LLC
1402 West Main Street, Suite 5
Louisville, KY 40203

Re: Notices of Penalty Offenses

Dear Pat Caudill:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Pat Caudill April 13, 2023 Page 2 of 2

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Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christian Kjaer, CEO Cultivate Biologics, LLC 4800 Baseline Road, Suite B014 Boulder, CO 80303

Re: Notices of Penalty Offenses

Dear Christian Kjaer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Christian Kjaer April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Christian Kjaer, CEO
Cultivate Biologics, LLC
c/o C T Corporation System
7700 E. Arapahoe Rd., Suite 220
Centennial, CO 80112

Re: Notices of Penalty Offenses

Dear Christian Kjaer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christian Kjaer April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Joseph Dowling, CEO
CV Sciences, Inc.
10070 Barnes Canyon Road
Suite 100
San Diego, CA 92121

Re: Notices of Penalty Offenses

Dear Joseph Dowling:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joseph Dowling April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Karen S. Lynch, CEO
CVS Pharmacy, Inc.
1 CVS Drive
Woonsocket, RI 02895

Re: Notices of Penalty Offenses

Dear Karen S. Lynch:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Karen S. Lynch April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Matt Custer, President and CEO
Cyanotech Corp.
73-4460 Queen Kaahumanu Hwy.
Suite 102
Kailua-Kona, HI 96740

Re: Notices of Penalty Offenses

Dear Matt Custer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matt Custer April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Mark Whitacre
CSO and President of Operations
Cypress Systems Inc.
40365 Brickyard Drive, Suite 101
Madera, CA 93636

Re: Notices of Penalty Offenses

Dear Mark Whitacre:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Whitacre April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Hartley Pond, CEO DailyColors Health Inc. 916 Suntan Lane Brentwood, CA 94513

Re: Notices of Penalty Offenses

Dear Hartley Pond:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Hartley Pond April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Nori Shirai, Executive Director
Daiwa Health Development Inc.
1411 West 190th Street, Suite 375
Gardena, CA 90248

Re: Notices of Penalty Offenses

Dear Nori Shirai:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nori Shirai April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Dakota Nutrition, Inc.
4747 North Scottsdale Road
Scottsdale, AZ 85251

Re: Notices of Penalty Offenses

Dear Chief Officer of Dakota Nutrition, Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dakota Nutrition, Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Shane Grant, CEO
Danone North America, LLC
1 Maple Ave
White Plains, NY 10605

Re: Notices of Penalty Offenses

Dear Shane Grant:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Shane Grant April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Scott Ravech, CEO
Deerland Enzymes, Inc.
3800 Cobb International Boulevard
Kennesaw, GA 30152

Re: Notices of Penalty Offenses

Dear Scott Ravech:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Ravech April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
John Lizotte, CEO
Designs for Health, Inc.
14 Commerce Boulevard
Palm Coast, FL 32164

Re: Notices of Penalty Offenses

Dear John Lizotte:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Lizotte April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Cai Berg, CEO
Diem Direct, LLC
221 Dino Drive, Suite A
Ann Arbor, MI 48103

Re: Notices of Penalty Offenses

Dear Cai Berg:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Cai Berg April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Mark Walker, CEO
Direct Digital, LLC
615 South College Street
Suite 1300
Charlotte, NC 28202

Re: Notices of Penalty Offenses

Dear Mark Walker:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Walker April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Ronald Hillman, President and CEO
Doctor's Signature Sales and Marketing International Corp.
495 Raleigh Avenue
El Cajon, CA 92020

Re: Notices of Penalty Offenses

Dear Ronald Hillman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ronald Hillman April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
doTERRA International, LLC
c/o John E. Villafranco, Esq.
Kelley Drye & Warren, LLP
Washington Harbor, Suite 400, 3050 K Street NW
Washington, DC 20007

Re: Notices of Penalty Offenses

Dear John E. Villafranco:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John E. Villafranco April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Also, if your representation of doTERRA International LLC does not extend to the subject matter of these Notices, please inform Ms. DeLorme or Mr. Ostheimer, and we will send copies of the Notices directly to doTERRA.

Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Dr. Garrett Wdowin
Wdowin, NMD
2121 East Coast Highway, Suite 210
Corona Del Mar, CA 92625

Re: Notices of Penalty Offenses

Dear Dr. Garrett Wdowin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dr. Garrett Wdowin April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tom Tantemsapya, Managing Director
Dr. Pharm USA, Inc.
215 Jason Court
Corona, CA 92879

Re: Notices of Penalty Offenses

Dear Tom Tantemsapya:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tom Tantemsapya April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Marc Kikuchi, CEO
Dr. Reddy's Laboratories, Inc.
107 College Road E.
Princeton, NJ 08540

Re: Notices of Penalty Offenses

Dear Marc Kikuchi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Marc Kikuchi April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Moaiz Daya, CEO
DSE Health Care Solutions, Inc.
105 Fieldcrest Avenue, Suite 502A
Edison, NJ 08837

Re: Notices of Penalty Offenses

Dear Moaiz Daya:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Moaiz Daya April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Geraldine Matchett, Co-CEO
DSM Nutritional Products, Inc.
45 Waterview Boulevard
Parsippany, NJ 07054

Re: Notices of Penalty Offenses

Dear Geraldine Matchett:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Geraldine Matchett April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Roz Brewer, CEO
Duane Reade Inc.
40 Wall Street
New York, NY 10005

Re: Notices of Penalty Offenses

Dear Roz Brewer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Roz Brewer April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ted Casey, CEO
Dymatize Enterprises, LLC
111 Leslie Street
Dallas, TX 75207

Re: Notices of Penalty Offenses

Dear Ted Casey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ted Casey April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Matthew Eby, CEO
Eby Sales International, Inc.
206 Westbridge Drive
Morgan, PA 15064

Re: Notices of Penalty Offenses

Dear Matthew Eby:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matthew Eby April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jack Nail, President and CEO
EffiHealth, LLC
60 Katona Drive, Suite 8
Fairfield, CT 06824

Re: Notices of Penalty Offenses

Dear Jack Nail:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jack Nail April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Long H. Vu, CEO EirTree Health, LLC 1550 Wewatta Street 300 Denver, CO 80202

Re: Notices of Penalty Offenses

Dear Long H. Vu:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Long H. Vu April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Robert Short, CEO Elevacity, U.S., LLC 5200 Tennyson Parkway Suite 400 Plano, TX 75024

Re: Notices of Penalty Offenses

Dear Robert Short:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Short April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Robert Short, CEO Elevacity, U.S., LLC 1700 Coit Road, Suite 100 Plano, TX 75075

Re: Notices of Penalty Offenses

Dear Robert Short:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Short April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Van Nguyen, CEO
Elomir Inc.
901 Sam Rayburn Highway
Melissa, TX, 75454

Re: Notices of Penalty Offenses

Dear Van Nguyen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Van Nguyen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eric Marcotulli, CEO
Elysium Health, Inc.
434 Broadway, 2nd Floor
New York, NY 10013

Re: Notices of Penalty Offenses

Dear Eric Marcotulli:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eric Marcotulli April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Rick Simpson, CEO Emerald Labs, Inc. 20611 Belshaw Avenue Carson, CA 90746

Re: Notices of Penalty Offenses

Dear Rick Simpson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rick Simpson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Henry Vincenty, CEO
Endoca BV
1521 North Argonne Road
Suite C356
Spokane Valley, WA 99212

Re: Notices of Penalty Offenses

Dear Henry Vincenty:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Henry Vincenty April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Jesse Rettig, CEO
Energique, Inc.
201 Apple Boulevard
Woodbine, IA 51579

Re: Notices of Penalty Offenses

Dear Jesse Rettig:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jesse Rettig April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Eric Campbell, CEO
Enhanced Immune, LLC
10590 West Ocean Air Drive
Suite 300
San Diego, CA 92130

Re: Notices of Penalty Offenses

Dear Eric Campbell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eric Campbell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Andrew Baechler, CEO Eniva USA, Inc. 2700 Campus Drive Plymouth, MN 55441

Re: Notices of Penalty Offenses

Dear Andrew Baechler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andrew Baechler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Scottt Sensenbrenner
President and CEO
Enzymedica, Inc.
771 Commerce Drive
Venice, FL 34292

Re: Notices of Penalty Offenses

Dear Scottt Sensenbrenner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scottt Sensenbrenner April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Nancy Chan, President and CEO
Epion Brands LLC
707 South Grady Way, Suite 600
Renton, WA 98057

Re: Notices of Penalty Offenses

Dear Nancy Chan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nancy Chan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Wenniger, CEO
Essante Organics, Inc.
11001 North 24th Avenue
Suite 612
Phoenix, AZ 85029

Re: Notices of Penalty Offenses

Dear Michael Wenniger:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Wenniger April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Michael Schoor, CEO
Essential Formulas Inc.
1861 Valley View Lane
Suite 180
Farmers Branch, TX 75234

Re: Notices of Penalty Offenses

Dear Michael Schoor:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Schoor April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Sequoia Price-Lazarus, CEO Etz Hayim Holdings, S.P.C. 1116 NW 51st Street Seattle, WA 98107

Re: Notices of Penalty Offenses

Dear Sequoia Price-Lazarus:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sequoia Price-Lazarus April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Robert E. Christian, Manager
EurArk LLC.
50 Industrial Drive
Batesville, AR 72501

Re: Notices of Penalty Offenses

Dear Robert E. Christian:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert E. Christian April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Terry Lemerond, President
EuroPharma, Inc.
955 Challenger Drive
Green Bay, WI 54311

Re: Notices of Penalty Offenses

Dear Terry Lemerond:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terry Lemerond April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Al Quadri, CEO
Everest NeoCell LLC
1221 Broadway
Oakland, CA 94612

Re: Notices of Penalty Offenses

Dear Al Quadri:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Al Quadri April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Douglas L. Howard, CEO Evig LLC 785 East Venture Drive St. George, UT 84790

Re: Notices of Penalty Offenses

Dear Douglas L. Howard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Douglas L. Howard April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
John Hewlett, CEO
Evolution Nutraceuticals Inc.
3850 Pine Valley Road
Kamas, UT 84036

Re: Notices of Penalty Offenses

Dear John Hewlett:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Hewlett April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Salustiano Perez, CEO
Exeltis USA, Inc.
180 Park Avenue, Suite 101
Florham Park, NJ 07932

Re: Notices of Penalty Offenses

Dear Salustiano Perez:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Salustiano Perez April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Andrew Rosenthal, COO
Fenix Health Science, LLC
1000 Parkwood Circle SE
Suite 900
Atlanta, GA 30339

Re: Notices of Penalty Offenses

Dear Andrew Rosenthal:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andrew Rosenthal April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Bradley Reynolds, President and CEO
Fermenta USA, LLC
3524 NE Stallings Drive, Suite 300
Nacogdoches, TX 75965

Re: Notices of Penalty Offenses

Dear Bradley Reynolds:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bradley Reynolds April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Kevin Hagen, President First Capital Venture Co. 3521 Griffin Road, Suite 100 Fort Lauderdale, FL 33312

Re: Notices of Penalty Offenses

Dear Kevin Hagen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kevin Hagen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Nigel Branson, President and CEO
FirstFitness International, Inc.
10550 John W. Elliott Drive
Suite 300
Frisco, TX 75033

Re: Notices of Penalty Offenses

Dear Nigel Branson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nigel Branson April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Ben Zappin, Founder
Five Flavors Herbs, Inc.
344 40th Street
Oakland, CA 94609

Re: Notices of Penalty Offenses

Dear Ben Zappin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Ben Zappin April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Luis Merchan
President and CEO
Flora, Inc.
805 East Badger Road
Lynden, WA 98264

Re: Notices of Penalty Offenses

Dear Luis Merchan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Luis Merchan April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Flourish Life, LLC 14481 Lochridge Boulevard Covington, GA 30014

Re: Notices of Penalty Offenses

Dear Chief Officer of Flourish Life, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Flourish Life, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Patricia Kaminski
Founder and Director
Flower Essence Services LLC
13139 Daisy Blue Mine Road
Nevada City, CA 95959

Re: Notices of Penalty Offenses

Dear Patricia Kaminski:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patricia Kaminski April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express
Kevin Menzel
Managing Director and COO
Focus Consumer Healthcare, LLC
801 Broad Street, Suite 600
Chattanooga, TN 37402

Re: Notices of Penalty Offenses

Dear Kevin Menzel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kevin Menzel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express Sharon Rossi, CEO FoodScience Corp. 929 Harvest Lane Williston, VT 05495

Re: Notices of Penalty Offenses

Dear Sharon Rossi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sharon Rossi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Sharon Rossi, CEO FoodScience, LLC 929 Harvest Lane Williston, VT 05495

Re: Notices of Penalty Offenses

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Sharon Rossi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Andy Dahlen, CEO
FoodState, Inc.
380 Harvey Road
Manchester, NH 03103

Re: Notices of Penalty Offenses

Dear Andy Dahlen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andy Dahlen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ron Williams, CEO ForeverGreen International, LLC 632 North 2000 West, Suite 101 Lindon, UT 84042

Re: Notices of Penalty Offenses

Dear Ron Williams:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Williams April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ron Williams, CEO ForeverGreen Worldwide Corp. 632 North 2000 West, Suite 101 Lindon, UT 84042

Re: Notices of Penalty Offenses

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Ron Williams April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Gregory Bradley, CEO Foundation Consumer Healthcare, LLC 1190 Omega Drive Pittsburgh, PA 15205

Re: Notices of Penalty Offenses

Dear Gregory Bradley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gregory Bradley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jane Hawley Stevens, Owner
Four Elements Organic Herbals LLC
111 East Walnut St
North Freedom, WI 53951

Re: Notices of Penalty Offenses

Dear Jane Hawley Stevens:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jane Hawley Stevens April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Noel Turner, President and CEO
FREZZOR Inc.
15215 Alton Parkway, Suite 140
Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Noel Turner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Noel Turner April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
John Peine, Founder
Friska LLC
800 Nicollet Mall, Suite 1185
Minneapolis, MN 55402

Re: Notices of Penalty Offenses

Dear John Peine:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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John Peine April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Ali Alavi, Founder
Frunutta, LLC
9056 Rosecrans Avenue
Bellflower, CA 90706

Re: Notices of Penalty Offenses

Dear Ali Alavi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ali Alavi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ming Hsieh, CEO and Chair
Fulgent Life Inc.
2770 East Regal Park Drive
Anaheim, CA 92806

Re: Notices of Penalty Offenses

Dear Ming Hsieh:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ming Hsieh April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ayla Barmmer, CEO
Full Circle Prenatal LLC
77 A Junction Square Drive
Concord, MA 01742

Re: Notices of Penalty Offenses

Dear Ayla Barmmer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ayla Barmmer April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Joseph Kalachy, Member
Full Life Direct LLC
1932 Hollywood Boulevard
Hollywood, FL 33020

Re: Notices of Penalty Offenses

Dear Joseph Kalachy:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joseph Kalachy April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Miguel Zuniga Benavides, CEO
Fuxion Biotech USA Corp.
14110 Dallas Parkway, #170
Dallas, TX 75254

Re: Notices of Penalty Offenses

Dear Miguel Zuniga Benavides:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Miguel Zuniga Benavides April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jim Eikie
President and CEO
Gaia Herbs, Inc.
101 Gaia Herbs Drive
Brevard, NC 28712

Re: Notices of Penalty Offenses

Dear Jim Eikie:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jim Eikie April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Michael Bush, President and CEO
Ganeden Biotech, Inc.
5800 Landerbrook Drive, Suite 300
Mayfield Heights, OH 44124

Re: Notices of Penalty Offenses

Dear Michael Bush:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Bush April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jordan S. Rubin, President and CEO
Garden of Life, LLC
4200 Northcorp Parkway, Suite 200
Palm Beach Gardens, FL 33410

Re: Notices of Penalty Offenses

Dear Jordan S. Rubin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jordan S. Rubin April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Margaret Rose Giltinan, CEO
Gebauer Company
4444 East 153rd Street
Cleveland, OH 44128

Re: Notices of Penalty Offenses

Dear Margaret Rose Giltinan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Margaret Rose Giltinan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jay Archer, CEO
Gemini Network LTD
2930 Skyway Circle North
Irving, TX 75038

Re: Notices of Penalty Offenses

Dear Jay Archer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Archer April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Finamore, CEO
Gemini Pharmaceuticals, Inc.
87 Modular Avenue
Commack, NY 11725

Re: Notices of Penalty Offenses

Dear Michael Finamore:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Finamore April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jeff Harmening, CEO
General Mills, Inc.
1 General Mills Boulevard
Golden Valley, MN 55426

Re: Notices of Penalty Offenses

Dear Jeff Harmening:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeff Harmening April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Agustin Caceres
President and General Manager
Genomma Lab USA Inc.
4550 Post Oak Place Drive, Suite 326
Houston, TX 77027

Re: Notices of Penalty Offenses

Dear Agustin Caceres:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Agustin Caceres April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Jesse Lopez, CEO
Geocann, LLC
320 East Vine Drive, Suite 207
Fort Collins, CO 80524

Re: Notices of Penalty Offenses

Dear Jesse Lopez:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jesse Lopez April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tarun Malkani, President and CEO
Gerber Products Company
1812 North Moore Street
Rosslyn, VA 22209

Re: Notices of Penalty Offenses

Dear Tarun Malkani:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tarun Malkani April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Gad Gilad, CEO
Gilad&Gilad LLC
300 Wind Hollow Drive
Georgetown, TX 78633

Re: Notices of Penalty Offenses

Dear Gad Gilad:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gad Gilad April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ginco International Inc.
725 Cochran Street, Unit C
Simi Valley, CA 93065

Re: Notices of Penalty Offenses

Dear Chief Officer of Ginco International Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Emma Walmsley, CEO GlaxoSmithKline LLC 5 Crescent Drive Philadelphia, PA 19112

Re: Notices of Penalty Offenses

Dear Emma Walmsley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Emma Walmsley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Josh Burris, CEO
GNC Holdings, Inc.
300 6th Avenue
Pittsburgh, PA 15222

Re: Notices of Penalty Offenses

Dear Josh Burris:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Josh Burris April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Josh Burris, CEO GNC Holdings, LLC 300 6th Avenue Pittsburgh, PA 15222

Re: Notices of Penalty Offenses

Dear Josh Burris:

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Josh Burris April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Roget Uys, CEO
GNLD International LLC
3500 Gateway Boulevard
Fremont, CA 94538

Re: Notices of Penalty Offenses

Dear Roget Uys:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Roget Uys April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bruce Weiss, CEO
Goli Nutrition Inc.
8430 Santa Monica Boulevard, #240
West Hollywood, CA 90069

Re: Notices of Penalty Offenses

Dear Bruce Weiss:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bruce Weiss April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gwyneth Paltrow, CEO
Goop Inc.
3019 Wilshire Boulevard, Suite 206
Santa Monica, CA 90403

Re: Notices of Penalty Offenses

Dear Gwyneth Paltrow:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gwyneth Paltrow April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Ken Meares, CEO
Great HealthWorks, Inc.
4150 SW 28th Way
Fort Lauderdale, FL 33312

Re: Notices of Penalty Offenses

Dear Ken Meares:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ken Meares April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Meredith Cook, Co-President
Green Compass, Inc.
1121 Military Cutoff Road, Suite C339
Wilmington, NC 28405

Re: Notices of Penalty Offenses

Dear Meredith Cook:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Meredith Cook April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jason Nava, CEO
Green Foods Corp.
4083 East Airport Drive, Suite B
Ontario, CA 91761

Re: Notices of Penalty Offenses

Dear Jason Nava:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Nava April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mike Carlson, CEO
Green HoriZen LLC
140 North Main Street, Suite D
Kaysville, UT 84037

Re: Notices of Penalty Offenses

Dear Mike Carlson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Carlson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Paula Scarcella, CEO
Green Organics, LLC
461 East Pike Street
Morrow, OH 45152

Re: Notices of Penalty Offenses

Dear Paula Scarcella:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paula Scarcella April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Laura Fuentes, CEO
Green Roads, Inc.
601 Fairway Drive
Deerfield Beach, FL 33441

Re: Notices of Penalty Offenses

Dear Laura Fuentes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Laura Fuentes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Joshua Stubbs, CEO
GreenPeach
140 East Commonwealth Avenue, Suite 102
Fullerton, CA 92832

Re: Notices of Penalty Offenses

Dear Joshua Stubbs:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joshua Stubbs April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Emma Walmsley, CEO
GSK plc.
2929 Walnut Street, Suite 1700
Philadelphia, PA 19104

Re: Notices of Penalty Offenses

Dear Emma Walmsley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Emma Walmsley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bret Scholtes, President and CEO
Guardion Health Sciences Inc.
2925 Richmond Avenue, Suite 1200
Houston, TX 77098

Re: Notices of Penalty Offenses

Dear Bret Scholtes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bret Scholtes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Alessandro Pizzoccaro, President
Guna, Inc.
3724 Crescent Court W
Whitehall, PA 18052

Re: Notices of Penalty Offenses

Dear Alessandro Pizzoccaro:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Alessandro Pizzoccaro April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Marko Rosa, CEO GVM Associates Inc. 30 New York Avenue Westbury, NY 11590

Re: Notices of Penalty Offenses

Dear Marko Rosa:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Marko Rosa April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
April S. Eya, President and CEO
Hahnemann Laboratories, Inc.
1940 4th Street
San Rafael, CA 94901

Re: Notices of Penalty Offenses

Dear April S. Eya:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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April S. Eya April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Patrick Hawkins
President and CEO
Hawkins, Inc.
2381 Rosegate
Roseville, MN 55113

Re: Notices of Penalty Offenses

Dear Patrick Hawkins:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patrick Hawkins April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

Via Federal Express
Faith Son, CEO
Healright, Inc.
513 Main Street
Windermere, FL 34786

Re: Notices of Penalty Offenses

Dear Faith Son:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Faith Son April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Xingwu Liu
Co-Owner, General Manager
Health King Enterprise & Balanceuticals Group, Inc.
238 West 31st Street
Chicago, IL 60619

Re: Notices of Penalty Offenses

Dear Xingwu Liu:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Xingwu Liu April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Dilipkumar Patel, CEO HealthAid America, Inc. 1285 Reamwood Avenue Sunnyvale, CA 94089

Re: Notices of Penalty Offenses

Dear Dilipkumar Patel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dilipkumar Patel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ben Teicher, President
Healthy Directions, LLC
6710a Rockledge Drive, Suite 500
Bethesda, MD 20817

Re: Notices of Penalty Offenses

Dear Ben Teicher:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ben Teicher April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Paula Scarcella, CEO
Heart & Body Naturals, LLC
754 Cincinnati-Batavia Pike, Suite A
Cincinnati, OH 45245

Re: Notices of Penalty Offenses

Dear Paula Scarcella:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paula Scarcella April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Joseph Heil, President
Heil Ginseng Enterprises, Inc.
1313 South 3rd Avenue
Edgar, WI 54426

Re: Notices of Penalty Offenses

Dear Joseph Heil:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joseph Heil April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Albert Duoibes, President
Hello Life, Inc.
4655 Patterson Avenue SE
Grand Rapids, MI 49512

Re: Notices of Penalty Offenses

Dear Albert Duoibes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Albert Duoibes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jason Mitchell, CEO and Director
HempFusion, Inc.
1550 Larimer Street, Suite 224
Denver, CO 80202

Re: Notices of Penalty Offenses

Dear Jason Mitchell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Mitchell April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sara Katz, President
Herb Pharm, LLC
117 SE Taylor Street, Suite 204
Portland, OR 97214

Re: Notices of Penalty Offenses

Dear Sara Katz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sara Katz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael O. Johnson, CEO
Herbalife International of America, Inc.
800 West Olympic Boulevard, Suite 406
Los Angeles, CA 90015

Re: Notices of Penalty Offenses

Dear Michael O. Johnson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael O. Johnson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael O. Johnson, CEO
Herbalife International, Inc.
800 West Olympic Boulevard, Suite 406
Los Angeles, CA 90015

Re: Notices of Penalty Offenses

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Michael O. Johnson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Beth Lambert, CEO
Herbalist & Alchemist, Inc.
51 South Wandling Avenue
Washington, NJ 07882

Re: Notices of Penalty Offenses

Dear Beth Lambert:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Beth Lambert April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Nadeem Khalid, CEO
Herbion International, Inc.
180 Broadway, Suite 3A
Hicksville, NY 11801

Re: Notices of Penalty Offenses

Dear Nadeem Khalid:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nadeem Khalid April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Khurram Khalid, CEO Herbion USA. Inc. 975 Market Street Fort Mill, SC 29708

Re: Notices of Penalty Offenses

Dear Khurram Khalid:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Khurram Khalid April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Daniel Gagnon, CEO
Herbs, Etc., Inc.
1375 Cerrrillos Road
Santa Fe, NM 87505

Re: Notices of Penalty Offenses

Dear Daniel Gagnon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Daniel Gagnon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Shailendra Malhothra, Global CEO
Himalaya Global Holdings Ltd.
1101 Gillingham Lane
Sugar Land, TX 77478

Re: Notices of Penalty Offenses

Dear Shailendra Malhothra:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Shailendra Malhothra April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Philipe Haydon, CEO
Himalaya Wellness Company
1101 Gillingham Lane
Sugar Land, TX 77478

Re: Notices of Penalty Offenses

Dear Philipe Haydon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Philipe Haydon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
John Inclendon, President and CEO
Hisamitsu America Inc.
100 Campus Drive, Suite 117
Florham Park, NJ 07932

Re: Notices of Penalty Offenses

Dear John Inclendon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Inclendon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Hilary Quartner, Co-CEO
HLNatural, Inc.
WeWork c/o Hilma
77 Sands Street, 6th Floor
Brooklyn, NY 11021

Re: Notices of Penalty Offenses

Dear Hilary Quartner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Hilary Quartner April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Home Health Products LLC 90 Orville Drive Bohemia, NY 11716

Re: Notices of Penalty Offenses

Dear Chief Officer of Home Health Products LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Home Health Products LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eyal Kotler, CEO
Honest Globe, Inc.
3605 West MacArthur Boulevard, Ste, 701
Santa Ana, CA 92704

Re: Notices of Penalty Offenses

Dear Eyal Kotler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eyal Kotler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Devin Houston, CEO Houston Nutraceuticals, Inc. 117 North Broadway Siloam Springs, AR 72761

Re: Notices of Penalty Offenses

Dear Devin Houston:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Devin Houston April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eric Rodney Bantug, President
How International LLC
5000 West Oakley Boulevard, Suite 6
Las Vegas, NV 89146

Re: Notices of Penalty Offenses

Dear Eric Rodney Bantug:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eric Rodney Bantug April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Geoff Allan, CEO
HRA Pharma America Inc.
36 Cattano Avenue, Suite 400
Morristown, NJ 07960

Re: Notices of Penalty Offenses

Dear Geoff Allan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Geoff Allan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Walter Faulstroh, CEO
HUM Nutrition, Inc.
6922 Hollywood Boulevard, Suite 922
Los Angeles, CA 90028

Re: Notices of Penalty Offenses

Dear Walter Faulstroh:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Walter Faulstroh April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Harold Chatman, CEO HVL-Well, LLC 8170 Spring Cypress Road Spring, TX 77379

Re: Notices of Penalty Offenses

Dear Harold Chatman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Harold Chatman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Mark Gaban
CEO and Co-Owner
Hyalogic LLC
610 NW Platte Valley Drive
Riverside, MO 64150

Re: Notices of Penalty Offenses

Dear Mark Gaban:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Mark Gaban April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Marcelo Culotta, CEO
Hypernaturals Inc.
919 Hillcrest Drive, #809
Hollywood, FL 33021

Re: Notices of Penalty Offenses

Dear Marcelo Culotta:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Marcelo Culotta April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Daniel Debaun, CEO
Icaro Innovations Corp.
110 6th Street South
Bradenton, FL 34217

Re: Notices of Penalty Offenses

Dear Daniel Debaun:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Daniel Debaun April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Maha Elkharbotly, President i-Health, Inc.
55 Sebethe Drive
Cromwell, CT 06416

Re: Notices of Penalty Offenses

Dear Maha Elkharbotly:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Maha Elkharbotly April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Piet Van der Slikke, CEO
IMCD US, LLC
2 Equity Way, Suite 210
Westlake, OH 44145

Re: Notices of Penalty Offenses

Dear Piet Van der Slikke:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Piet Van der Slikke April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mauricio Domenzain, CEO
Immunotec Research Inc.
1780 Hughes Landing Boulevard
Suite 1175
The Woodlands, TX 77380

Re: Notices of Penalty Offenses

Dear Mauricio Domenzain:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mauricio Domenzain April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Gregory James Christiansen, Agent IMoney Tools LLC 3451 North Triumph Boulevard Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Gregory James Christiansen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gregory James Christiansen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Christine Gentile, CEO iMov, LLC 825 East 800 N Orem, UT 84097

Re: Notices of Penalty Offenses

Dear Christine Gentile:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christine Gentile April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Indena USA, Inc.
601 Union Street, Suite 330
Seattle, WA 98101

Re: Notices of Penalty Offenses

Dear Chief Officer of Indena USA, Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Indena USA, Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sumdarsh Kanwal, President
Indus Botanicals Inc.
77 Walnut Lane
Hicksville, NY 11801

Re: Notices of Penalty Offenses

Dear Sumdarsh Kanwal:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sumdarsh Kanwal April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Manfred Scheske, CEO
Infirst Healthcare Inc.
8 Church Lane
Westport, CT 06880

Re: Notices of Penalty Offenses

Dear Manfred Scheske:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Manfred Scheske April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dickens Cheung, CEO
Ingenia Natural Products Inc.
11771 Horseshoe Way
Richmond, BC V7A 4V4

Re: Notices of Penalty Offenses

Dear Dickens Cheung:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dickens Cheung April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Rajan Shah, President
INID Research Lab, LLC
17641 Telge Road
Cypress, TX 77429

Re: Notices of Penalty Offenses

Dear Rajan Shah:

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Rajan Shah April 13, 2023 Page 2 of 2

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Richard Hooper, President and CEO
Innophos Holdings, Inc.
259 Prospect Plains Road, Building A
Cranbury, NJ 08512

Re: Notices of Penalty Offenses

Dear Richard Hooper:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Richard Hooper April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Vin Kutty, CEO Innovix Pharma, Inc. 26500 Agoura Road Suite 102790 Calabasas, CA 91302

Re: Notices of Penalty Offenses

Dear Vin Kutty:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vin Kutty April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Insight Pharmaceuticals LLC
660 White Plains Road, Suite 250
Tarrytown, NY 10591

Re: Notices of Penalty Offenses

Dear Chief Officer of Insight Pharmaceuticals LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Insight Pharmaceuticals LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mike Devereux, CEO
Integrative Therapeutics, LLC
825 Challenger Drive
Green Bay, WI 54311

Re: Notices of Penalty Offenses

Dear Mike Devereux:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Devereux April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Danna Pratte, Managing Member
IP Reserve, LLC
7075 West Bell Road
Peoria, AZ 85382

Re: Notices of Penalty Offenses

Dear Danna Pratte:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Danna Pratte April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Tom Sokoloff, President IP-6 International, Inc. 270 East Drive, Suite A Melbourne, FL 32904

Re: Notices of Penalty Offenses

Dear Tom Sokoloff:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tom Sokoloff April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Travis Ogden, CEO
Isagenix International LLC
155 East Rivulon Boulevard, Suite 104
Gilbert, AZ 85297

Re: Notices of Penalty Offenses

Dear Travis Ogden:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Travis Ogden April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Travis Ogden, CEO
Isagenix Worldwide, Inc.
155 East Rivulon Boulevard, Suite 104
Gilbert, AZ 85297

Re: Notices of Penalty Offenses

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Travis Ogden April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christopher Bratta, CEO Isxperia, LLC 13981 McGregor Boulevard, Suite 204 Fort Meyers, FL 33919

Re: Notices of Penalty Offenses

Dear Christopher Bratta:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Bratta April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mark Pentecost, President and CEO
It Works Marketing, Inc.
908 Riverside Drive
Palmetto, FL 34221

Re: Notices of Penalty Offenses

Dear Mark Pentecost:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Pentecost April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Carilyn Anderson, CEO
J.R. Carlson Laboratories, Inc.
600 West University Drive
Arlington Heights, IL 60004

Re: Notices of Penalty Offenses

Dear Carilyn Anderson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Carilyn Anderson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Scott White
Company Group Chairman for North America
Janssen Pharmaceuticals Inc.
1125 Trenton-Harbourton Road
Titusville, NJ 08560

Re: Notices of Penalty Offenses

Dear Scott White:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott White April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Nina Barton, CEO Jarrow Formulas, Inc. 1824 South Robertson Blvd. Los Angeles, CA 90035

Re: Notices of Penalty Offenses

Dear Nina Barton:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Nina Barton April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Randy Ray, CEO
Jeunesse Global Holdings, LLC
701 International Parkway
Lake Mary, FL 32746

Re: Notices of Penalty Offenses

Dear Randy Ray:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Randy Ray April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Thibaut Mongon
Executive Vice President and Worldwide Chairman
Johnson & Johnson Consumer Inc.
199 Grandview Road
Skillman, NJ 08558

Re: Notices of Penalty Offenses

Dear Thibaut Mongon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Thibaut Mongon April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Joaquin Duato, CEO
Johnson & Johnson Inc.
1 Johnson and Johnson Plaza
New Brunswick, NJ 08933

Re: Notices of Penalty Offenses

Dear Joaquin Duato:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joaquin Duato April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Terri Alkayli, Owner
Joy of Health - Terri Alkayali
42045 Remington Avenue, #104
Temecula, CA 92061

Re: Notices of Penalty Offenses

Dear Terri Alkayli:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terri Alkayli April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kazuhiko Fujii, President and CEO
Kaneka Americas Holding, Inc.
6250 Underwood Road
Pasadena, TX 77507

Re: Notices of Penalty Offenses

Dear Kazuhiko Fujii:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kazuhiko Fujii April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Kazuhiko Fujii, Director
Kaneka North America LLC
6161 Underwood Road
Pasadena, TX 77507

Re: Notices of Penalty Offenses

Dear Kazuhiko Fujii:

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Kazuhiko Fujii April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Blake Schroeder, CEO
Kannaway USA, LLC
10525 Vista Sorrento Parkway
Suite 200
San Diego, CA 92121

Re: Notices of Penalty Offenses

Dear Blake Schroeder:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Blake Schroeder April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Steven Cahillane, CEO Kellogg Company 1 Kellogg's Square Battle Creek, MI 49017

Re: Notices of Penalty Offenses

Dear Steven Cahillane:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steven Cahillane April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Keith Kelly, CEO
Kelly Products, Inc.
14481 Lochridge Boulevard
Covington, GA 30014

Re: Notices of Penalty Offenses

Dear Keith Kelly:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Keith Kelly April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christopher E. Nelson, CEO Kemin Industries, Inc. 1900 Scott Avenue Des Moines, IA 50317

Re: Notices of Penalty Offenses

Dear Christopher E. Nelson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher E. Nelson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Edmond Scanlon, CEO Kerry Group plc 3400 Millington Road Beloit, WI 53511

Re: Notices of Penalty Offenses

Dear Edmond Scanlon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Edmond Scanlon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dr. Frank King, President
King Bio, Inc.
3 Westside Drive
Asheville, NC 28806

Re: Notices of Penalty Offenses

Dear Dr. Frank King:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dr. Frank King April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Hasmukh Parekh, President
Komal Herbals Inc.
30 Todd Drive
Burgettstown, PA 15021

Re: Notices of Penalty Offenses

Dear Hasmukh Parekh:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Hasmukh Parekh April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Heung-Sil Lee, CEO
Korea Ginseng Corp
12750 Center Court Drive, South
Suite 100
Cerritos, CA 90703

Re: Notices of Penalty Offenses

Dear Heung-Sil Lee:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Heung-Sil Lee April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Gisela Hoffman, CEO Kroeger Herb Products Co., Inc. 1500 Kansas Avenue, Suite 4F Longmont, CO 80501

Re: Notices of Penalty Offenses

Dear Gisela Hoffman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gisela Hoffman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ivan Haro, CEO
KWB, Inc.
2222 Foothill Boulevard, Suite E-515
La Canada, CA 91011

Re: Notices of Penalty Offenses

Dear Ivan Haro:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ivan Haro April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gerard Adams, President and CEO
Kyowa Hakko, U.S.A., Inc.
600 3rd Avenue, 19th Floor
New York, NY 10016

Re: Notices of Penalty Offenses

Dear Gerard Adams:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gerard Adams April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Lester G. Burks, Chief Managing Officer
L&R Health Products, LLC
4038 Big Spring Gap Road
Pikeville, TN 37367

Re: Notices of Penalty Offenses

Dear Lester G. Burks:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Lester G. Burks April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
E. Don Lovelace, President
L.O.D.C., Inc.
1887 Geesling Road
Denton, TX 76208

Re: Notices of Penalty Offenses

Dear E. Don Lovelace:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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E. Don Lovelace April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Terry LaCore, Director
LaCore Enterprises, LLC
901 Sam Rayburn Hwy.
Melissa, TX, 75454

Re: Notices of Penalty Offenses

Dear Terry LaCore:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terry LaCore April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jean-Luc Bruandet, President and CEO
Lactalis American Group, Inc.
2376 South Park Avenue
Buffalo, NY 14220

Re: Notices of Penalty Offenses

Dear Jean-Luc Bruandet:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jean-Luc Bruandet April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jean-Luc Bruandet, President and CEO
Lactalis Retail Dairy, Inc.
2376 South Park Avenue
Buffalo, NY 14220

Re: Notices of Penalty Offenses

Dear Jean-Luc Bruandet:

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Jean-Luc Bruandet April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Seth French, CEO
Lang Pharma Nutrition Inc.
20 Silva Lane
Newport, RI 02842

Re: Notices of Penalty Offenses

Dear Seth French:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Seth French April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Kvin Vyse Peacock, CEO Lansinoh Laboratories, Inc. 99 Canal Center Plaza, #550 Alexandria, VA 22314

Re: Notices of Penalty Offenses

Dear Kvin Vyse Peacock:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kvin Vyse Peacock April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mike Matthews, CEO
Legion Athletics, Inc.
1255 Cleveland Street, 4th Floor
Clearwater, FL 33755

Re: Notices of Penalty Offenses

Dear Mike Matthews:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Matthews April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kourtney Kardashian Barker, Founder Lemme Inc.
80-90 Eighth Avenue, Suite 1102
New York, NY 10011

Re: Notices of Penalty Offenses

Dear Kourtney Kardashian Barker:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kourtney Kardashian Barker April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Paul Gravette, Co-CEO
Le-Vel Brands LLC
9201 Warren Parkway, #200
Frisco, TX 75035

Re: Notices of Penalty Offenses

Dear Paul Gravette:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paul Gravette April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Paul Gilner, CEO
Life Extension Foundation Buyers Club, Inc.
3600 West Commercial Boulevard
Fort Lauderdale, FL 33309

Re: Notices of Penalty Offenses

Dear Paul Gilner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paul Gilner April 13, 2023 Page 2 of 2

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Serena Viswanathan Associate Director



April 13, 2023

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Life Extension Foundation, Inc.
3600 West Commercial Boulevard
Fort Lauderdale, FL 33309

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Paul Gilner April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Lester G. Burks, Chief Managing Officer
Life Line Foods, LLC
4038 Big Spring Gap Road
Pikeville, TN 37367

Re: Notices of Penalty Offenses

Dear Lester G. Burks:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Lester G. Burks April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Robert Christian, CEO
LifePlus International
50 Industrial Drive
Batesville, AR 72501

Re: Notices of Penalty Offenses

Dear Robert Christian:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Christian April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Darrin Peterson, CEO
LifeSeasons, Inc.
708 Valley Ridge Circle, Suite 3
Lewisville, TX 75057

Re: Notices of Penalty Offenses

Dear Darrin Peterson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Darrin Peterson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Kylen Riberio, CEO Lightbody, LLC 1499 Beach Drive SE, Suite A Saint Petersburg, FL 33701

Re: Notices of Penalty Offenses

Dear Kylen Riberio:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kylen Riberio April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Christopher Dewolf, CEO
Lil' Drug Store Products, Inc.
9300 Earhart Lane SW
Cedar Rapids, IA 52404

Re: Notices of Penalty Offenses

Dear Christopher Dewolf:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Dewolf April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brandin Cohen, Founder
Liquid I.V.
777 South Aviation Boulevard
El Segundo, CA 90245

Re: Notices of Penalty Offenses

Dear Brandin Cohen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brandin Cohen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Kevin Brown, Co-founder Llama Naturals, Inc. 605 8th Avenue La Grange, IL 60525

Re: Notices of Penalty Offenses

Dear Kevin Brown:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kevin Brown April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Amal Ayoub, President
Longevity by Nature, Inc.
42045 Remington Avenue, Suite 104
Temecula, CA 92590

Re: Notices of Penalty Offenses

Dear Amal Ayoub:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Amal Ayoub April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Randy Sloan, President Lornamead, Inc. 175 Cooper Avenue Tonawanda, NY 14150

Re: Notices of Penalty Offenses

Dear Randy Sloan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Randy Sloan April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dan Aziz, CEO
Luna Pharmaceuticals, Inc.
244 Weybosset Street, Suite 3
Providence, RI 02903

Re: Notices of Penalty Offenses

Dear Dan Aziz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dan Aziz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jan Hall, CEO
M2 Ingredients, Inc.
5931 Priestly Drive, Suite 101
Carlsbad, CA 92008

Re: Notices of Penalty Offenses

Dear Jan Hall:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jan Hall April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Hiep Tran, CEO
M3 Ventures West, Inc.
17872 Gillette Avenue, Suite 100
Irvine, CA 92614

Re: Notices of Penalty Offenses

Dear Hiep Tran:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Hiep Tran April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Sylvia Ortiz, CEO MacroLife Naturals, Inc. 8477 Steller Drive Culver City, CA 90232

Re: Notices of Penalty Offenses

Dear Sylvia Ortiz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sylvia Ortiz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bernardino Marques, Jr., President
Magi Group
107 Technology Parkway, Suite 801
Peachtree Corners, GA 30092

Re: Notices of Penalty Offenses

Dear Bernardino Marques, Jr.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bernardino Marques, Jr. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jonathon Fitzgerald, President and CEO
Maharishi Ayurveda Products International Inc.
52 South Main Street
Fairfield, IA 52556

Re: Notices of Penalty Offenses

Dear Jonathon Fitzgerald:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jonathon Fitzgerald April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kerri Miller, President and Founder
Make People Better, LLC
431 South Jefferson Avenue, Suite 140
Springfield, MO 65806-2349

Re: Notices of Penalty Offenses

Dear Kerri Miller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kerri Miller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Armando Alfaro, Owner and Director
Mando International LLC
6845 Solitude Creek Court
Frisco, TX 75036

Re: Notices of Penalty Offenses

Dear Armando Alfaro:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Armando Alfaro April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ramesh Pandey, Chairman and President
Manna International Corp.
2386 Morris Avenue, Suite 203
Union, NJ 07083

Re: Notices of Penalty Offenses

Dear Ramesh Pandey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ramesh Pandey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Alfredo Bala, CEO and President
Mannatech, Inc.
1410 Lakeside Parkway, Suite 200
Flower Mound, TX 75028

Re: Notices of Penalty Offenses

Dear Alfredo Bala:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Alfredo Bala April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kenneth Manzo, Chairman and CEO
Manzo Pharmaceuticals, LLC
123 Blueberry Drive
Milford, PA 18337

Re: Notices of Penalty Offenses

Dear Kenneth Manzo:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kenneth Manzo April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ofelia Perez, President and COO
Mason Vitamins, Inc.
15750 NW 59th Avenue
Hialeah, FL 33014

Re: Notices of Penalty Offenses

Dear Ofelia Perez:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ofelia Perez April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
William McMacken, Managing Member
Matherson Organics LLC
3381 Robertson Place
Los Angeles, CA 90034

Re: Notices of Penalty Offenses

Dear William McMacken:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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William McMacken April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brandon Siggard, CEO
Matsun Nutrition, Inc.
783 Cimarron Court
Mesquite, NV 89027

Re: Notices of Penalty Offenses

Dear Brandon Siggard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brandon Siggard April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kyle Garner, CEO
Maty's Healthy Products, LLC
6707 Winchester Circle, Suite 500
Boulder, CO 80301

Re: Notices of Penalty Offenses

Dear Kyle Garner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kyle Garner April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Joe Voyticky, CEO
Max International, LLC
68 South Main Street, 9th Floor
Salt Lake City, UT 84101

Re: Notices of Penalty Offenses

Dear Joe Voyticky:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joe Voyticky April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Yvonne Lau, President Mayway Corporation 1338 Mandela Parkway Oakland, CA 94607

Re: Notices of Penalty Offenses

Dear Yvonne Lau:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Yvonne Lau April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Blake Schroeder, CEO and President
Medical Marijuana, Inc.
12255 Crosthwaite Circle
Poway, CA 92064

Re: Notices of Penalty Offenses

Dear Blake Schroeder:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Blake Schroeder April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Daniel Chard, CEO
Medifast, Inc.
100 International Drive, Floor 18
Balitmore, MD 21202

Re: Notices of Penalty Offenses

Dear Daniel Chard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Daniel Chard April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jay Thomas, President
Mediral International Inc.
6090 East 39th Avenue
Denver, CO 80207

Re: Notices of Penalty Offenses

Dear Jay Thomas:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Thomas April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ron Lombardi, President and CEO
Medtech Products Inc.
660 White Plains Road, Suite 250
Tarrytown, NY 10591

Re: Notices of Penalty Offenses

Dear Ron Lombardi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Lombardi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Gregory Reeder, CEO Medterra CBD, LLC 9801 Research Drive Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Gregory Reeder:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gregory Reeder April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Frank VanderSloot, CEO
Melaleuca Inc.
4609 West 65th South
Idaho Falls, ID 83402

Re: Notices of Penalty Offenses

Dear Frank VanderSloot:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Frank VanderSloot April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jason Zhang, CEO
Mellitas Health Foods, LLC
95 Brown Road
Ithaca, NY 14850

Re: Notices of Penalty Offenses

Dear Jason Zhang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Zhang April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Robert M. Davis, CEO
Merck & Co., Inc.
90 East Scott Avenue
Rahway, NJ 07065

Re: Notices of Penalty Offenses

Dear Robert M. Davis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert M. Davis April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mark Walsh, CEO
MeriCal, LLC
2995 East Miraloma Avenue
Anaheim, CA 92806

Re: Notices of Penalty Offenses

Dear Mark Walsh:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Mark Walsh April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kelly Fitzjarrell, President
Metabolic Maintenance Products, Inc.
601 North Larch Street
Sisters, OR 97759

Re: Notices of Penalty Offenses

Dear Kelly Fitzjarrell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kelly Fitzjarrell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brent Eck, President and CEO
Metagenics, Inc.
25 Enterprise, #200
Aliso Viejo, CA 92656

Re: Notices of Penalty Offenses

Dear Brent Eck:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brent Eck April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ryan Riley, CEO
Microbe Formulas, LLC
3750 East Pewter Falls Street, Suite 100
Meridian, ID 83642

Re: Notices of Penalty Offenses

Dear Ryan Riley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ryan Riley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Neil Butterfield, President and Owner
Mineralife Nutraceuticals, LLC
1435 Woolsey Heights
Colorado Springs, CO 80915

Re: Notices of Penalty Offenses

Dear Neil Butterfield:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Neil Butterfield April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Yasmin Kaderali, CEO
Mommy's Bliss Inc.
1003 West Cutting Boulevard
Suite 110
Richmond, CA 94804

Re: Notices of Penalty Offenses

Dear Yasmin Kaderali:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Yasmin Kaderali April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Cory McQueen, CFO
Monarch Nutraceuticals, Inc.
933 Wall Avenue
Ogden, UT 84404

Re: Notices of Penalty Offenses

Dear Cory McQueen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Cory McQueen April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Rayner Urdaneta, CEO Monat Global Corp. 3450 NW 115th Avenue Doral, FL 33178

Re: Notices of Penalty Offenses

Dear Rayner Urdaneta:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rayner Urdaneta April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Silencia Cox, CEO
Motherlove Herbal Company
1420 Riverside Avenue, Suite 114
Fort Collins, CO 80524

Re: Notices of Penalty Offenses

Dear Silencia Cox:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Silencia Cox April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Andrew Escalante, CEO
Mountain Meadow Herbs, Inc.
1019 Hard Rock Road
Somers, MT 59932

Re: Notices of Penalty Offenses

Dear Andrew Escalante:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Andrew Escalante April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
MaryRuth Ghiyam, CEO
MRO Maryruth, LLC
1171 South Robertson Boulevard, #148
Los Angeles, CA 90035

Re: Notices of Penalty Offenses

Dear MaryRuth Ghiyam:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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MaryRuth Ghiyam April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Donna Noonan, President
Mushroom Wisdom, Inc.
1 Madison Street, Bldg. F6
East Rutherford, NJ 07073

Re: Notices of Penalty Offenses

Dear Donna Noonan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Donna Noonan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Larry W. Gates, II, CEO and COO myEcon, Inc.
3750 Hewatt Court, Suite E
Snellville, GA 30039

Re: Notices of Penalty Offenses

Dear Larry W. Gates, II:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Larry W. Gates, II April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Katerina Schneider, CEO
Natals, Inc.
3576 Eastham Drive
Culver City, CA 90232

Re: Notices of Penalty Offenses

Dear Katerina Schneider:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Katerina Schneider April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sanni Raju Kalidindi, CEO
Natreon Inc.
2D Janine Place
New Brunswick, NJ 08901

Re: Notices of Penalty Offenses

Dear Sanni Raju Kalidindi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sanni Raju Kalidindi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Nina Barton, CEO Natrol, LLC 15233 Ventura Boulevard 9th Floor Sherman Oaks, CA 91403

Re: Notices of Penalty Offenses

Dear Nina Barton:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nina Barton April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Jennifer Yance, CEO
Natura Health Products, Inc.
125 Clear Creek Drive
Ashland, OR 97520

Re: Notices of Penalty Offenses

Dear Jennifer Yance:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jennifer Yance April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
John Morley, President
Natural Factors Nutritional Products, Inc.
14224 167th Avenue, SE
Monroe, WA 98272

Re: Notices of Penalty Offenses

Dear John Morley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Morley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Chris T. Sharng, President
Natural Health Trends Corp.
609 Deep Valley Drive, Suite 395
Rolling Hills Estates, CA 90274

Re: Notices of Penalty Offenses

Dear Chris T. Sharng:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Chris T. Sharng April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Benjamin Stoltzfus, CEO
Natural Hope Herbals LLC
670 Philips Road
Millersburg, PA 17061

Re: Notices of Penalty Offenses

Dear Benjamin Stoltzfus:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Benjamin Stoltzfus April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Benjamin Quinto, Co-President
Natural Immunogenics Corp.
7504 Pennsylvania Avenue
Sarasota, FL 34243

Re: Notices of Penalty Offenses

Dear Benjamin Quinto:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Benjamin Quinto April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
James Gibbons, CEO
Natural Organics Inc.
548 Broadhollow Road
Melville, NY 11747

Re: Notices of Penalty Offenses

Dear James Gibbons:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Gibbons April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Elizabeth Smith, President
Natural Path/Silver Wings, LLC
406 North Main Street
Kingston Springs, TN 37082

Re: Notices of Penalty Offenses

Dear Elizabeth Smith:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Elizabeth Smith April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jay Kaufman, CEO
Naturalife Eco Vite Labs., Inc.
20433 Earl Street
Torrance, CA 90503

Re: Notices of Penalty Offenses

Dear Jay Kaufman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Kaufman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jose Luiz Paes Leme, CEO
NaturaNectar LLC
4631 NW 103rd Avenue
Sunrise, FL 33351

Re: Notices of Penalty Offenses

Dear Jose Luiz Paes Leme:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jose Luiz Paes Leme April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Donald Kerrigan, CEO
Nature's Bounty (NY) Inc.
2100 Smithtown Avenue
Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Donald Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Donald Kerrigan April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mike Devereux, President and CEO
Nature's Way Products, LLC
825 Challenger Drive
Green Bay, WI 54311

Re: Notices of Penalty Offenses

Dear Mike Devereux:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Devereux April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Frank D'Amelio, Jr., CEO
Nature's Answer, LLC
75 Commerce Drive
Hauppauge, NY 11788

Re: Notices of Penalty Offenses

Dear Frank D'Amelio, Jr.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Frank D'Amelio, Jr. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Lucy Anderson, CEO
Nature's Formulary, LLC
100 Saratoga Village Boulevard
Suite 52
Malta, NY 12020

Re: Notices of Penalty Offenses

Dear Lucy Anderson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Lucy Anderson April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
CJ Peterson, CEO
Nature's Fusions, LLC
57 North 1380 W
Orem, UT 84057

Re: Notices of Penalty Offenses

Dear CJ Peterson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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CJ Peterson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Terrance Moorehead, CEO
Nature's Sunshine Products, Inc.
2901 West Blue Grass Boulevard
Suite 200
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Terrance Moorehead:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terrance Moorehead April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Scott Rudolph, CEO Nature's Truth, LLC 2120 Smithtown Avenue Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Scott Rudolph:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Rudolph April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Danna Pratte, CEO
NB Pure, LLC
1610 West Whispering Wind Drive
Phoenix, AZ 85085

Re: Notices of Penalty Offenses

Dear Danna Pratte:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Danna Pratte April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Robert Wilson, CEO Nelson Bach USA Ltd. 21 High Street, #302 North Andover, MA 01845

Re: Notices of Penalty Offenses

Dear Robert Wilson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Wilson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Kendra Brassfield, CEO
NeoLife International, LLC
4555 Great America Parkway
Suite 220
Santa Clara, CA 95054

Re: Notices of Penalty Offenses

Dear Kendra Brassfield:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kendra Brassfield April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Greg Behar, CEO Nestlé HealthCare Nutrition, Inc. 1041 US Highway 202 Bridgewater, NJ 08807

Re: Notices of Penalty Offenses

Dear Greg Behar:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Greg Behar April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Wes Jones, President
Neuropathy Treatment Group LLC
855 West Lorenzo Lane, Suite 100
Eagle, ID 83616

Re: Notices of Penalty Offenses

Dear Wes Jones:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Wes Jones April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Steven Carvalho, CEO
New Chapter, Inc.
90 Technology Drive
Brattleboro, VT 05301

Re: Notices of Penalty Offenses

Dear Steven Carvalho:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steven Carvalho April 13, 2023 Page 2 of 2

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> New Nordic U.S., Inc. 1000 N.W. Street, Suite 1200 Wilmington, DE 19801

Re: Notices of Penalty Offenses

Dear Chief Officer of New Nordic U.S., Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

New Nordic U.S., Inc. April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Alexy Goldstein, CEO
New U Life Corp.
3098 West Executive Parkway
Suite 350
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Alexy Goldstein:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Alexy Goldstein April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Ed Brennan, Interim CEO
NewAge, Inc.
7158 South FLSmidth Drive
Suite 250
Midvale, UT 84047

Re: Notices of Penalty Offenses

Dear Ed Brennan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ed Brennan April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Ethan Blagg, CEO
Nexus Formulas LLC
228 Park Avenue S.
Suite 73111
New York, NY 10001

Re: Notices of Penalty Offenses

Dear Ethan Blagg:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ethan Blagg April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Kurt H. Fulle, CEO
Nikken Inc.
18301 Von Karman Avenue
Suite 120
Irvine, CA 92612

Re: Notices of Penalty Offenses

Dear Kurt H. Fulle:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kurt H. Fulle April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> Ninja International USA Inc. 777 Figueroa Street, #3775 Los Angeles, CA 90017

Re: Notices of Penalty Offenses

Dear Chief Officer of Ninja International USA Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ninja International USA Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Ryo Minato, CEO Noevir U.S.A., Inc. 1095 Main Street, #6715 Irvine, CA 92614

Re: Notices of Penalty Offenses

Dear Ryo Minato:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ryo Minato April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Craig Elbert, CEO and Co Founder
Noho Health Inc.
75 Varick Street, 9th Floor
New York, NY 10013

Re: Notices of Penalty Offenses

Dear Craig Elbert:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Craig Elbert April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Devin Duncan, Manager
Nomolotus, LLC
848 North Rainbow Boulevard, #8187
Las Vegas, NV 89107

Re: Notices of Penalty Offenses

Dear Devin Duncan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Devin Duncan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Raymond Caron, CEO
Norax Supplements LLC
37 Calumet Parkway
Bldg. P, Suite 100
Newnan, GA 30263

Re: Notices of Penalty Offenses

Dear Raymond Caron:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Raymond Caron April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Joar A. Opheim, CEO
Nordic Naturals, Inc.
111 Jennings Drive
Watsonville, CA 95076

Re: Notices of Penalty Offenses

Dear Joar A. Opheim:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joar A. Opheim April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dannie Hansen, Co-CEO
Nordic Organics, Inc.
433 Broadway, Room 209
New York, NY 10013

Re: Notices of Penalty Offenses

Dear Dannie Hansen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dannie Hansen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Elizabeth McGee
Vice President and Head of Legal
Novartis Pharmaceuticals Corp.
1 Health Plaza
East Hanover, NJ 07936

Re: Notices of Penalty Offenses

Dear Elizabeth McGee:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Elizabeth McGee April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

Copies of the case decisions discussed in the Substantiation Notice are available on the Commission's website at www.ftc.gov/substantiation-notice. Copies of the case decisions discussed in the Endorsement Notice are available on the Commission's website at www.ftc.gov/endorsement-notice-penalty-offenses.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Rene Garza, President
Novozymes North America Inc.
77 Perrys Chapel Church Road
Franklinton, NC 27525

Re: Notices of Penalty Offenses

Dear Rene Garza:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rene Garza April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dan Meagher, President and CEO
Novus International, Inc.
20 Research Park Drive
Saint Charles, MO 63304

Re: Notices of Penalty Offenses

Dear Dan Meagher:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dan Meagher April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jim Emme, CEO
NOW Health Group, Inc.
244 Knollwood Drive, Suite 300
Bloomingdale, IL 60108

Re: Notices of Penalty Offenses

Dear Jim Emme:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jim Emme April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jay Wilkins, Founder
Nox Nutrients LLC
3620 Pelham Road, #174
Greenville, SC 29615

Re: Notices of Penalty Offenses

Dear Jay Wilkins:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Wilkins April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Roy Krebs, CEO NS 360, Inc. 4241 24th Avenue W. Seattle, WA 98199

Re: Notices of Penalty Offenses

Dear Roy Krebs:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Roy Krebs April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Scott Rudolph, CEO
NTTM, LLC
2120 Smithtown Avenue
Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Scott Rudolph:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Rudolph April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ritch N. Wood, CEO
Nu Skin International, Inc.
75 West Center
Provo, UT 84601

Re: Notices of Penalty Offenses

Dear Ritch N. Wood:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ritch N. Wood April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jaden Barnes, CEO
NuLeaf Naturals, LLC
1550 Larimer Street
Suite 964
Denver, CO 80202

Re: Notices of Penalty Offenses

Dear Jaden Barnes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jaden Barnes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Richard Wang, CEO NuLiv Science USA, Inc. 1050 West Central Avenue Brea, CA 92821

Re: Notices of Penalty Offenses

Dear Richard Wang:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Richard Wang April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Monty Sharma, CEO
NutraBrands, Inc.
222 South Main Street
16th Floor
Salt Lake City, UT 84101

Re: Notices of Penalty Offenses

Dear Monty Sharma:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Monty Sharma April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Jeff Burchfield, Chief Legal Officer
Nutraceutical Corporation
222 South Main Street, 16th Floor
Salt Lake City, UT 84101

Re: Notices of Penalty Offenses

Dear Jeff Burchfield:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeff Burchfield April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Monty Sharma, CEO
Nutraceutical International Corporation
222 S. Main Street, 16th Floor
Salt Lake City, UT 84101

Re: Notices of Penalty Offenses

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Monty Sharma April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Monty Sharma, CEO
NutraMarks, Inc.
222 South Main Street, 16th Floor
Salt Lake City, UT 84101

Re: Notices of Penalty Offenses

Dear Monty Sharma:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Monty Sharma April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jose Minski, CEO
Nutranext, LLC
1301 Sawgrass Corporate Parkway
Sunrise, FL 33323

Re: Notices of Penalty Offenses

Dear Jose Minski:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jose Minski April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express NutraPure, Inc. 120 North 600 West Building 2B Ogden, UT 84404

Re: Notices of Penalty Offenses

Dear Chief Officer of NutraPure, Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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NutraPure, Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Darren Rude, CEO
Nutrawise Corp.
9600 Toledo Way
Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Darren Rude:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Darren Rude April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Darren Rude, CEO
Nutrawise Health & Beauty Corporation
9600 Toledo Way
Irvine, CA 92618

Re: Notices of Penalty Offenses

Dear Darren Rude:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Darren Rude April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Matthew Custer, President and CEO
Nutrex Hawaii, Inc.
73-4460 Queen Kaahumanu Hwy.
Suite #102
Kailua-Kona, HI 96740

Re: Notices of Penalty Offenses

Dear Matthew Custer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Matthew Custer April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u> Umar Aziz, Owner Nuvomed, Inc. 1400 Centre Circle Downers Grove, IL 60515

Re: Notices of Penalty Offenses

Dear Umar Aziz:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Umar Aziz April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> William Kleidon, CEO Ojai Energetics LLC 236 West Ojai Avenue, #100 Ojai, CA 93023-3274

Re: Notices of Penalty Offenses

Dear William Kleidon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William Kleidon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brad Harrington, Co-CEO
OLLY Public Benefit Corporation
415 Jackson Street, Floor 2
San Francisco, CA 94111

Re: Notices of Penalty Offenses

Dear Brad Harrington:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brad Harrington April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mark Dewis, CEO
OmniActive Health Technologies, Inc.
67 East Park Place, Suite 500
Morristown, NJ 07960

Re: Notices of Penalty Offenses

Dear Mark Dewis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Dewis April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Barbara Daley, President
Omnitrition International, Inc.
5301 Longley Lane, H-125
Reno, NV 89511

Re: Notices of Penalty Offenses

Dear Barbara Daley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Barbara Daley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jason Havey, CEO
Onnit Labs, Inc.
4401 Freidrich Lane, Suite 302
Austin, TX 78744

Re: Notices of Penalty Offenses

Dear Jason Havey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Havey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
David Neundorfer, CEO
Open Book Extracts, LLC
317 Lucy Garrett Road
Roxboro, NC 27573

Re: Notices of Penalty Offenses

Dear David Neundorfer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

David Neundorfer April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Dan Chard, CEO
Optavia LLC
100 International Drive
Floor 18
Baltimore, MD 21202

Re: Notices of Penalty Offenses

Dear Dan Chard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Dan Chard April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Optimum Nutrition, Inc.
3500 Lacey Road, Suite 1200
Downers Grove, IL 60515

Re: Notices of Penalty Offenses

Dear Chief Officer of Optimum Nutrition, Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Optimum Nutrition, Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mark Vieceli, CEO
Oregon's Wild Harvest, Inc.
1601 NE Hemlock Avenue
Redmond, OR 97756

Re: Notices of Penalty Offenses

Dear Mark Vieceli:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Vieceli April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> George W. Hall, Co-Founder Orenda International, LLC 6007 South 40th Street, Suite 6 Phoenix, AZ 85042

Re: Notices of Penalty Offenses

Dear George W. Hall:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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George W. Hall April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Amy Venner, President
Organic By Nature Inc.
2610 Homestead Place
Rancho Dominguez, CA 90220

Re: Notices of Penalty Offenses

Dear Amy Venner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Amy Venner April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Miguel Gil, CEO
Organic India USA, LLC
2101 Grove Street
Boulder, CO 80302

Re: Notices of Penalty Offenses

Dear Miguel Gil:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Miguel Gil April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Caroline Goodner, CEO
OrganiCare, LLC
3900 Drossett Drive, Suite G
Austin, TX 78744

Re: Notices of Penalty Offenses

Dear Caroline Goodner:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Caroline Goodner April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gary Powers, CEO
Ortho Molecular Products, Inc.
1991 Duncan Place
Woodstock, IL 60098

Re: Notices of Penalty Offenses

Dear Gary Powers:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gary Powers April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tarek Rabah, President and CEO
Otsuka America Pharmaceutical, Inc.
508 Carnegie Center
Princeton, NJ 08540

Re: Notices of Penalty Offenses

Dear Tarek Rabah:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tarek Rabah April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
OXO Worldwide Inc.
200 South Virginia Street, 8th Floor
Reno, NV 89501

Re: Notices of Penalty Offenses

Dear Chief Officer of OXO Worldwide Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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OXO Worldwide Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> OXOgenix International Ltd. 200 South Virginia Street, 8th Floor Reno, NV 89501

Re: Notices of Penalty Offenses

Dear Chief Officer of OXOgenix International Ltd.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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OXOgenix International Ltd. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Leonard M. Riggs, President
Pain Drink, Inc.
1865 McGee Lane, Suite K
Lewisville, TX 75077

Re: Notices of Penalty Offenses

Dear Leonard M. Riggs:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Leonard M. Riggs April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Guy Rocourt, CEO
Papa & Barkley Essentials, LLC
1190 North Lake Avenue
Pasadena, CA 91104

Re: Notices of Penalty Offenses

Dear Guy Rocourt:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Guy Rocourt April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Pritesh Patel, President
Pearl Banyan Capital LLC
6705 Eagle Rock Avenue NE
Albuquerque, NM 87113

Re: Notices of Penalty Offenses

Dear Pritesh Patel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Pritesh Patel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Will Shepard, Managing Director
Pelame Inc.
2950 Thousand Oaks Drive, #3
San Antonio, TX 78247

Re: Notices of Penalty Offenses

Dear Will Shepard:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Will Shepard April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Colleen Cutliffe, CEO
Pendulum Therapeutics, Inc.
933 20th Street
San Francisco, CA 94107

Re: Notices of Penalty Offenses

Dear Colleen Cutliffe:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Colleen Cutliffe April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ramon L. Laguarta, CEO PepsiCo, Inc. 700 Anderson Hill Road Purchase, NY 10577

Re: Notices of Penalty Offenses

Dear Ramon L. Laguarta:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ramon L. Laguarta April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Murray S. Kessler, President and CEO
Perrigo Company plc
515 Eastern Avenue
Allegan, MI 49010

Re: Notices of Penalty Offenses

Dear Murray S. Kessler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Murray S. Kessler April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Albert Bourla, CEO
Pfizer Inc.
235 East 42nd Street
New York, NY 10017

Re: Notices of Penalty Offenses

Dear Albert Bourla:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Albert Bourla April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Javier Aste
President of the Americas, Pharmacare
PharmaCare U.S., Inc.
5030 Camino de la Siesta, Suite 200
San Diego, CA 92108

Re: Notices of Penalty Offenses

Dear Javier Aste:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Javier Aste April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Jeffrey Boutelle, CEO
Pharmavite LLC
8531 Fallbrook Avenue
West Hills, CA 91304

Re: Notices of Penalty Offenses

Dear Jeffrey Boutelle:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeffrey Boutelle April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Tom Bayne, President Physicians Exclusive, LLC 1332 Waukegan Road Glenview, IL 60025

Re: Notices of Penalty Offenses

Dear Tom Bayne:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tom Bayne April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Scott Rudolph, President and CEO PipingRock Health Products, LLC. 2120 Smithtown Avenue Ronkonkoma, NY 11779-7347

Re: Notices of Penalty Offenses

Dear Scott Rudolph:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Rudolph April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Gene Tipps, CEO
Plexus Worldwide, LLC
9145 East Pima Center Parkway
Scottsdale, AZ 85258

Re: Notices of Penalty Offenses

Dear Gene Tipps:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gene Tipps April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Natasha Giordano, President and CEO
PLx Pharma, Inc.
9 Fishers Lane
Sparta, NJ 07871

Re: Notices of Penalty Offenses

Dear Natasha Giordano:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Natasha Giordano April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tina O'Brien, CEO
PM-International Nutrition & Cosmetics Inc.
1012 Corporate Lane, Suite F
Export, PA 15632

Re: Notices of Penalty Offenses

Dear Tina O'Brien:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tina O'Brien April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> PM-International USA LLC 7245 16th Street E, Suite 108 Sarasota, FL 34243

Re: Notices of Penalty Offenses

Dear Chief Officer of PM-International USA LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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PM-International USA LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Derrick Miller, President
POM Wonderful, LLC
11444 West Olympic Boulevard, Suite 900
Los Angeles, CA 90064

Re: Notices of Penalty Offenses

Dear Derrick Miller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Derrick Miller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kristina Gagliardi-Wilson, Owner
Poofy Organics LLC
1 Madison Street, Suite A5
East Rutherford, NJ 07073

Re: Notices of Penalty Offenses

Dear Kristina Gagliardi-Wilson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kristina Gagliardi-Wilson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sohail Quraeshi, President and CEO
PotNetwork Holdings, Inc.
3531 Griffin Road
Ft. Lauderdale, FL 33312

Re: Notices of Penalty Offenses

Dear Sohail Quraeshi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sohail Quraeshi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Precision Patient Outcomes, Inc.
c/o John J. Vecchione, Senior Litigation Counsel
New Civil Liberties Alliance
1225 19th Street NW, Suite 450
Washington, DC 20036

Re: Notices of Penalty Offenses

Dear John J. Vecchione:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John J. Vecchione April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Darcy Horn Davenport, President and CEO
Premier Nutrition Company, LLC.
1222 67th Street, #210
Emeryville, CA 94608

Re: Notices of Penalty Offenses

Dear Darcy Horn Davenport:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Darcy Horn Davenport April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ronald Lombardi, President and CEO
Prestige Consumer Healthcare Inc.
660 White Plains Road, Suite 250
Tarrytown, NY 10591

Re: Notices of Penalty Offenses

Dear Ronald Lombardi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ronald Lombardi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Claude Tellis, CEO
Prevention, LLC
17875 Von Karman Avenue
Suite 150
Irvine, CA 92614

Re: Notices of Penalty Offenses

Dear Claude Tellis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Claude Tellis April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Dan Harper, Co-Founder
Primal Harvest LLC
2980 McFarlane Road
Miami, FL 33133

Re: Notices of Penalty Offenses

Dear Dan Harper:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dan Harper April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Richard D. Carson, CEO
ProHealth Inc.
555 Maple Avenue
Carpinteria, CA 93013

Re: Notices of Penalty Offenses

Dear Richard D. Carson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Richard D. Carson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Robert Hendriks, President
ProThera Inc.
795 Trademark Drive
Reno, NV 89521

Re: Notices of Penalty Offenses

Dear Robert Hendriks:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert Hendriks April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Lisa Scarcinci, Founder Provezza Health, LLC 3600 San Joaquin Plaza Newport Beach, CA 92660

Re: Notices of Penalty Offenses

Dear Lisa Scarcinci:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Lisa Scarcinci April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brian Underwood, CEO
Pruvit Ventures, Inc.
901 Sam Rayburn Highway
Melissa, TX 75454

Re: Notices of Penalty Offenses

Dear Brian Underwood:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brian Underwood April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Craig Landau, President and CEO
Purdue Pharma L.P.
201 Tresser Boulevard
Stamford, CT 06901

Re: Notices of Penalty Offenses

Dear Craig Landau:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Craig Landau April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Pure Encapsulations, LLC 490 Boston Post Road Sudbury, MA 01776

Re: Notices of Penalty Offenses

Dear Chief Officer of Pure Encapsulations, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Pure Encapsulations, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Pure Herbs, Ltd. 33410 Sterling Ponds Boulevard Sterling Heights, MI 48312

Re: Notices of Penalty Offenses

Dear Chief Officer of Pure Herbs, Ltd.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Pure Herbs, Ltd. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Francis Key, CEO
Purest Colloids Inc.
600 Highland Drive, Suite 602
Westampton, NJ 08060

Re: Notices of Penalty Offenses

Dear Francis Key:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Francis Key April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Don Kerrigan, CEO Puritan's Pride Inc. 2100 Smithtown Avenue Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Don Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Don Kerrigan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jahn Levin, President and CEO
Purity Products
200 Terminal Drive
Plainview, NY 11803

Re: Notices of Penalty Offenses

Dear Jahn Levin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jahn Levin April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jason Pellegrini, President
QH Holdings Oregon Inc.
488 East 11th Avenue
Suite 220A
Eugene, OR 97401

Re: Notices of Penalty Offenses

Dear Jason Pellegrini:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Pellegrini April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Steve Yamada, President
QOL Labs, LLC
2975 Westchester Avenue
Suite G-02
Purchase, NY 10577

Re: Notices of Penalty Offenses

Dear Steve Yamada:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steve Yamada April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Peter Boutros, Manager
QPD IP, LLC
c/o Fabian & Clendenin
411 East Bonneville Ave, #400
Las Vegas, NV 89101

Re: Notices of Penalty Offenses

Dear Peter Boutros:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Peter Boutros April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Miguel Calatayud, CEO
Qualitas Health, Inc.
1707 Post Oak Boulevard, #661
Houston, TX 77056

Re: Notices of Penalty Offenses

Dear Miguel Calatayud:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Miguel Calatayud April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Connie Richter, President
Quality Supplements and Vitamins, Inc.
3600 West Commercial Boulevard
Fort Lauderdale, FL 33309

Re: Notices of Penalty Offenses

Dear Connie Richter:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Connie Richter April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Peter van Collem, President
QuattroMega Inc.
590 Madison Avenue, 21st Floor
New York, NY 10022

Re: Notices of Penalty Offenses

Dear Peter van Collem:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Peter van Collem April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Christopher Shade, CEO Quicksilver Scientific, Inc. 1960 Cherry Street Louisville, CO 80027

Re: Notices of Penalty Offenses

Dear Christopher Shade:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Christopher Shade April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Quten Research Institute, LLC 10 Bloomfield Avenue, Bldg. B Pine Brook, NJ 07058

Re: Notices of Penalty Offenses

Dear Chief Officer of Quten Research Institute, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Quten Research Institute, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Ron Elul, CEO Radhanite, LLC 208 Paterson Plank Road Union City, NJ 07087-2826

Re: Notices of Penalty Offenses

Dear Ron Elul:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Elul April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Radiant Supplements, Inc.
282 South 1250 W., Suite B
Lindon, UT 84042

Re: Notices of Penalty Offenses

Dear Chief Officer of Radiant Supplements, Inc.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Radiant Supplements, Inc. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Byron Belka, CEO
Rain International, LLC
825 East 1180 Street, Suite 310
American Fork, UT 84003

Re: Notices of Penalty Offenses

Dear Byron Belka:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Byron Belka April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brenna Haysom, CEO
Rally Labs LLC
90 North Broadway, Suite 101
Irvington, NY 10533

Re: Notices of Penalty Offenses

Dear Brenna Haysom:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brenna Haysom April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jim Creagan, President
Randob Labs, Ltd.
45 Quaker Avenue, Suite 207
Cornwall, NY 12518

Re: Notices of Penalty Offenses

Dear Jim Creagan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jim Creagan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> RB Health (US) LLC 399 Interpace Parkway Parsippany, NJ 07054

Re: Notices of Penalty Offenses

Dear Chief Officer of RB Health (US) LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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RB Health (US) LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Real Deal Natural Health LLC
17 North Union Street, Suite 200
Elgin, IL 60123

Re: Notices of Penalty Offenses

Dear Chief Officer of Real Deal Natural Health LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Real Deal Natural Health LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Nicandro Durante, CEO Reckitt Benckiser Group plc 399 Interpace Parkway Parsippany, NJ 07054

Re: Notices of Penalty Offenses

Dear Nicandro Durante:

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Nicandro Durante April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Nicandro Durante, CEO Reckitt Benckiser LLC 399 Interpace Parkway Parsippany, NJ 07054

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Nicandro Durante April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
William Leslie, President
Red Ace LLC
1942 Broadway, Suite 314
Boulder, CO 80302

Re: Notices of Penalty Offenses

Dear William Leslie:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William Leslie April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
William Leslie, President
Red Ace Organics, Inc.
1942 Broadway, Suite 314
Boulder, CO 80302

Re: Notices of Penalty Offenses

Dear William Leslie:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William Leslie April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eric Hart, President
Redcon1, LLC
701 Park of Commerce Boulevard
Boca Raton, FL 33487

Re: Notices of Penalty Offenses

Dear Eric Hart:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eric Hart April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Dan Chapman, CEO
Redd Remedies, Inc.
211 South Quincy Avenue
Bradley, IL 60915

Re: Notices of Penalty Offenses

Dear Dan Chapman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dan Chapman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael R. Svec, CEO
Reese Chemical Company
10617 Frank Avenue
Cleveland, OH 44106

Re: Notices of Penalty Offenses

Dear Michael R. Svec:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael R. Svec April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Linda Naselli, CEO Reliance Private Label Supplements 3775 Park Avenue, #1 Edison, NJ 08820

Re: Notices of Penalty Offenses

Dear Linda Naselli:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Linda Naselli April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Renew Life Formulas, LLC 198 Palm Harbor Boulevard S Palm Harbor, FL 34683

Re: Notices of Penalty Offenses

Dear Chief Officer of Renew Life Formulas, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Renew Life Formulas, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Vivek Lal, CEO Resbiotic, Inc. 1500 1st Avenue N., Suite H-102 Birmingham, AL 35203

Re: Notices of Penalty Offenses

Dear Vivek Lal:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vivek Lal April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Chris Barber, CEO Reset Bioscience LLC 8201 East Riverside Drive, Suite 650 Austin, TX 78744

Re: Notices of Penalty Offenses

Dear Chris Barber:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Chris Barber April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jeff Hays, President and CEO
Resinosa LLC
4821 Garden Park Road
Canon City, CO 81212

Re: Notices of Penalty Offenses

Dear Jeff Hays:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeff Hays April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Dipak Golechha, President
Rexall Sundown, Inc.
2100 Smithtown Avenue
Ronkonkoma, NY 11779

Re: Notices of Penalty Offenses

Dear Dipak Golechha:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dipak Golechha April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Earl John Pardo, President and CEO
RF3 World USA Inc.
5980 South Rainbow Blvd., #200
Las Vegas, NV 89118

Re: Notices of Penalty Offenses

Dear Earl John Pardo:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Earl John Pardo April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Will Christensen, CEO
RidgeCrest Herbals, Inc.
3683 West 2270 South, Suite A
Salt Lake City, UT 84120

Re: Notices of Penalty Offenses

Dear Will Christensen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Will Christensen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Heyward R. Donigan, CEO
Rite Aid Corporation
1200 Intrepid Avenue, 2nd Floor
Philadelphia, PA 19112

Re: Notices of Penalty Offenses

Dear Heyward R. Donigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Heyward R. Donigan April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Ron Teeguarden, President
Ron Teeguarden Enterprises, Inc.
5757 Wilshire Boulevard, #504
Los Angeles, CA 90036

Re: Notices of Penalty Offenses

Dear Ron Teeguarden:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Teeguarden April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Clayton Thomas, Founder Root Wellness LLC 116 Wilson Pike Circle, Suite 100 Brentwood, TN 37027

Re: Notices of Penalty Offenses

Dear Clayton Thomas:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Clayton Thomas April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Justin Hamilton, CEO
Royal Purity Inc.
1950 Corporate Way, #31489
Anaheim, CA 92801

Re: Notices of Penalty Offenses

Dear Justin Hamilton:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Justin Hamilton April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Tim Flatt, CEO RTPR LLC 1602 South Pine Street, Suite A Cabot, AR 72023

Re: Notices of Penalty Offenses

Dear Tim Flatt:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tim Flatt April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kerrigan Behrens, Co-CEO
Sagely Enterprises Inc.
1009 Wilshire Boulevard, Suite 205
Santa Monica, CA 90401

Re: Notices of Penalty Offenses

Dear Kerrigan Behrens:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kerrigan Behrens April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Josh Townsend, CEO
Sandland National, LLC
128 Sierra Street
El Segundo, CA 90245

Re: Notices of Penalty Offenses

Dear Josh Townsend:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Josh Townsend April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jamie Haney, General Counsel North America
Sanofi-Aventis U.S. LLC
55 Corporate Drive
Bridgewater, NJ 08807

Re: Notices of Penalty Offenses

Dear Jamie Haney:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jamie Haney April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Carlyn D. Solomon, CEO
Santa Cruz Nutritionals Investors LLC
2200 Delaware Avenue
Santa Cruz, CA 95060

Re: Notices of Penalty Offenses

Dear Carlyn D. Solomon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Carlyn D. Solomon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Tomoya Kobayashi, General Manager
Sato Pharmaceutical Inc.
3625 Del Amo Boulevard, Suite 228
Torrance, CA 90503

Re: Notices of Penalty Offenses

Dear Tomoya Kobayashi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Tomoya Kobayashi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Brie Malarkey, CEO SBI Holdings LLC 540 East Vilas Road Medford, OR 97539

Re: Notices of Penalty Offenses

Dear Brie Malarkey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brie Malarkey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Asli Elif Tanugur, CEO
SBS Americas Inc.
1200 84th Street
North Bergen, NJ 07047

Re: Notices of Penalty Offenses

Dear Asli Elif Tanugur:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Asli Elif Tanugur April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mike Devereux, CEO
Schwabe North America, Inc.
825 Challenger Drive
Green Bay, WI 54311

Re: Notices of Penalty Offenses

Dear Mike Devereux:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mike Devereux April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Izhak Ben Shabat, CEO and President Seacret Direct, LLC 15160 North Hayden Road, Suite 200 Scottsdale, AZ 85260

Re: Notices of Penalty Offenses

Dear Izhak Ben Shabat:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Izhak Ben Shabat April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Guillaume Lois, CEO
Sevene USA Corporation
12701 Van Nuys Boulevard, Suite E
Pacoima, CA 91331

Re: Notices of Penalty Offenses

Dear Guillaume Lois:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Guillaume Lois April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Roger Barnett, CEO Shaklee Corp. 4747 Willow Road Pleasonton, CA 94588

Re: Notices of Penalty Offenses

Dear Roger Barnett:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Roger Barnett April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Vince Sanders, CEO Shaman Botanicals LLC 2405 Southwest Boulevard Kansas City, MO 64108

Re: Notices of Penalty Offenses

Dear Vince Sanders:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Vince Sanders April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Siberian Health International, LLC
1408 Avenue X
Brooklyn, NY 11235

Re: Notices of Penalty Offenses

Dear Chief Officer of Siberian Health International, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Siberian Health International, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stan Deland, CEO
Siddha Flower Essences LLC
2350 Eastman Avenue, Unit 107
Oxnard, CA 93030

Re: Notices of Penalty Offenses

Dear Stan Deland:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stan Deland April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Keith Moeller, CEO
SilverCeuticals Inc.
1396 West 200 S Street, Suite 2C
Lindon, UT 84042

Re: Notices of Penalty Offenses

Dear Keith Moeller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Keith Moeller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Urs Lehmann, CEO
Similasan Corp.
1805 Shea Center Drive, #270
Littleton, CO 80129

Re: Notices of Penalty Offenses

Dear Urs Lehmann:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Urs Lehmann April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Tom Mower. Jr., President Sisel International, LLC 1325 West Industrial Circle Springville, UT 84663

Re: Notices of Penalty Offenses

Dear Tom Mower. Jr.:

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Tom Mower. Jr. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Vincent Hackel, President and CEO SloIron, Inc. 1547 Palos Verdes Mall, #131 Walnut Creek, CA 94597

Re: Notices of Penalty Offenses

Dear Vincent Hackel:

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Vincent Hackel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Don Kerrigan, CEO Solgar, Inc. 500 Willow Tree Road Leonia, NJ 07605

Re: Notices of Penalty Offenses

Dear Don Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Don Kerrigan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Greg Halliday, President and CEO
Solle Naturals, LLC
260 South 2500 W
Pleasant Grove, UT 84062

Re: Notices of Penalty Offenses

Dear Greg Halliday:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Greg Halliday April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Stephen Scionti, Manager
SPC Wellness LLC
6600 University Parkway, Suite 203
Sarasota, FL 34240

Re: Notices of Penalty Offenses

Dear Stephen Scionti:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stephen Scionti April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Devon Bennett, CEO Spero Industries, LLC 106 Commercial Street Purdy, MO 65734

Re: Notices of Penalty Offenses

Dear Devon Bennett:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Devon Bennett April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jeff Pedersen, President
Sports Research Corp.
784 Channel Street
San Pedro, CA 90731

Re: Notices of Penalty Offenses

Dear Jeff Pedersen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jeff Pedersen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> SPX Nutrition LLC 510 West Mesquite Boulevard, #2794 Mesquite, NV 89024

Re: Notices of Penalty Offenses

Dear Chief Officer of SPX Nutrition LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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SPX Nutrition LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Will Righeimer, CEO
Standard Homeopathic Company
13301 South Main Street
Los Angeles, CA 90061

Re: Notices of Penalty Offenses

Dear Will Righeimer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Will Righeimer April 13, 2023 Page 2 of 2

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Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Charlie DuBois, President and CEO
Standard Process, Inc.
1200 West Royal Lee Drive
Palmyra, WI 53156

Re: Notices of Penalty Offenses

Dear Charlie DuBois:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Charlie DuBois April 13, 2023 Page 2 of 2

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Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patrick Hawkins, CEO
Stauber Performance Ingredients, Inc.
4120 North Palm Street
Fullerton, CA 92835

Re: Notices of Penalty Offenses

Dear Patrick Hawkins:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patrick Hawkins April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Gennady Sirota, CEO StellaLife, Inc. 2875 NE 191 Street, Suite 500 Aventura, FL 33180

Re: Notices of Penalty Offenses

Dear Gennady Sirota:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gennady Sirota April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Strides Consumer LLC
2 Tower Center Boulevard, Suite 1102
East Brunswick, NJ 08816

Re: Notices of Penalty Offenses

Dear Chief Officer of Strides Consumer LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Strides Consumer LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Venkatesh Srinivasan, President Strides Phrama, Inc. 2 Tower Center Boulevard, #1102 East Brunswick, NJ 08816

Re: Notices of Penalty Offenses

Dear Venkatesh Srinivasan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Venkatesh Srinivasan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Francisco Fernandez, CEO
Suan Farma SA
17-09 Zink Place
Fair Lawn, NJ 07410

Re: Notices of Penalty Offenses

Dear Francisco Fernandez:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Francisco Fernandez April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Gonzalo Marin Zirotti, CEO Suan Farma, Inc. 17-09 Zink Place Fair Lawn, NJ 07410

Re: Notices of Penalty Offenses

Dear Gonzalo Marin Zirotti:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Gonzalo Marin Zirotti April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Yoshihito Nishimaki, President and CEO
Sun Chlorella USA Corp.
3305 Kashiwa Street
Torrance, CA 90505

Re: Notices of Penalty Offenses

Dear Yoshihito Nishimaki:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Yoshihito Nishimaki April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Sunny Jain, CEO Sun Genomics, Inc. 5151 Shoreham Place, Suite 105 San Diego, CA 92122

Re: Notices of Penalty Offenses

Dear Sunny Jain:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sunny Jain April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Sunwarrior Ventures, LLC 2250 North Coral Canyon Boulevard Suite 100 Washington, UT 84780

Re: Notices of Penalty Offenses

Dear Chief Officer of Sunwarrior Ventures, LLC:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Sunwarrior Ventures, LLC April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bob Chinery, Jr., President
Supreme Protein, LLC
2231 Landmark Place
Manasquan, NJ 08739

Re: Notices of Penalty Offenses

Dear Bob Chinery, Jr.:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bob Chinery, Jr. April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Jacques Mizrahi, CEO SwissJust Corp. 8308 NW 30th Terrace, #1915 Doral, FL 33122

Re: Notices of Penalty Offenses

Dear Jacques Mizrahi:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jacques Mizrahi April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jack Ross, CEO
Synergy CHC Corp.
865 Spring Street
Westbrook, ME 04092

Re: Notices of Penalty Offenses

Dear Jack Ross:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jack Ross April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jun Kuroda, President
Taisho Pharmaceutical California Inc.
3528 Torrance Boulevard, #320
Torrance, CA 90503

Re: Notices of Penalty Offenses

Dear Jun Kuroda:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jun Kuroda April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kal Sundaram, CEO
Taro Pharmaceuticals U.S.A., Inc.
3 Skyline Drive
Hawthorne, NY 10532

Re: Notices of Penalty Offenses

Dear Kal Sundaram:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kal Sundaram April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Josh Leyva and Tyler McCann, Managers
Taste Salud, LLC
844 12th Street, Unit 1
Santa Monica, CA 90403

Re: Notices of Penalty Offenses

Dear Josh Leyva and Tyler McCann:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Josh Leyva and Tyler McCann April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Adi Arezzini, CEO
Teami LLC
10801 Endeavor Way, Suite A
Seminole, FL 33777

Re: Notices of Penalty Offenses

Dear Adi Arezzini:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Adi Arezzini April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express Asher Tyberg, CEO Teelah Corp. 1615 East 31st Street Brooklyn, NY 11234

Re: Notices of Penalty Offenses

Dear Asher Tyberg:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Asher Tyberg April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Asher Tyberg, CEO Teelah Health Corp. 1615 East 31st Street Brooklyn, NY 11234

Re: Notices of Penalty Offenses

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Patricia Kaminski, Founder and Director
Terra Flora Gardens, Inc.
13139 Daisy Blue Mine Road
Nevada City, CA 95959

Re: Notices of Penalty Offenses

Dear Patricia Kaminski:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Patricia Kaminski April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Cindi Bigelow, President and CEO
The Bigelow Tea Company
201 Black Rock Turnpike
Fairfield, CT 06825

Re: Notices of Penalty Offenses

Dear Cindi Bigelow:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Cindi Bigelow April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Donald Kerrigan, CEO The Bountiful Company 90 Orville Drive Bohemia, NY 11716

Re: Notices of Penalty Offenses

Dear Donald Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Donald Kerrigan April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Linda Rendle, CEO
The Clorox Company
1221 Broadway
Oakland, CA 94612

Re: Notices of Penalty Offenses

Dear Linda Rendle:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Linda Rendle April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
James Quincey, CEO
The Coca-Cola Company
1 Coca Cola Plaza NW
Atlanta, GA 30313

Re: Notices of Penalty Offenses

Dear James Quincey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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James Quincey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Milo Cogan, CEO
The Coromega Company
2525 Commerce Way
Vista, CA 92081

Re: Notices of Penalty Offenses

Dear Milo Cogan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Milo Cogan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Don Kerrigan, CEO
The Ester C Company
4320 Veterans Memorial Highway
Holbrook, NY 11741

Re: Notices of Penalty Offenses

Dear Don Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Don Kerrigan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jindou Lee, CEO
The Happy Co., LLC
5200 Tennyson Parkway
Suite 400
Plano, TX 75024

Re: Notices of Penalty Offenses

Dear Jindou Lee:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jindou Lee April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Ron Howell, President and CEO
The Health Network Inc.
150 Research Drive
Hampton, VA 23666

Re: Notices of Penalty Offenses

Dear Ron Howell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ron Howell April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Nick Vlahos, CEO The Honest Company, Inc. 12130 Millennium Drive, #500 Los Angeles, CA 90094

Re: Notices of Penalty Offenses

Dear Nick Vlahos:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nick Vlahos April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jay Martin, President
The Juice Plus+ Company, LLC
140 Crescent Drive
Collierville, TN 38017

Re: Notices of Penalty Offenses

Dear Jay Martin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Martin April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Miguel Patricio, CEO
The Kraft Heinz Company
200 East Randolph Street
Chicago, IL 60601

Re: Notices of Penalty Offenses

Dear Miguel Patricio:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Miguel Patricio April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Rebecca Liebert, President and CEO
The Lubrizol Corporation
29400 Lakeland Boulevard
Wickliffe, OH 44092

Re: Notices of Penalty Offenses

Dear Rebecca Liebert:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rebecca Liebert April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Akiyoshi Yoshida, CEO
The Mentholatum Company
707 Sterling Drive
Orchard Park, NY 14127

Re: Notices of Penalty Offenses

Dear Akiyoshi Yoshida:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Akiyoshi Yoshida April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
John R Moeller, CEO
The Procter & Gamble Company
1 P&G Plaza
Cincinnati, OH 45202

Re: Notices of Penalty Offenses

Dear John R Moeller:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John R Moeller April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Sunny Beutler, CEO
The Sunrider Corp.
1625 Albalone Avenue
Torrance, CA 90501

Re: Notices of Penalty Offenses

Dear Sunny Beutler:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Sunny Beutler April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
David Gilmour
Manager and General Partner
The Wakaya Group LP
c/o William Carroll
340 Royal Palm Way, Suite 100
Palm Beach, FL 33480

Re: Notices of Penalty Offenses

Dear David Gilmour:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Endorsement Notice, such unlawful acts and practices include: falsely claiming an endorsement by a third party; misrepresenting that an endorsement represents the experience or opinions of product users; misrepresenting that an endorser is an actual, current, or recent user of a product or service; continuing to use an endorsement without good reason to believe that the endorser continues to hold the views presented; using an

David Gilmour April 13, 2023 Page 2 of 2

endorsement to make deceptive performance claims; failing to disclose an unexpected material connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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Very truly yours,

Serena Viswanathan Associate Director

Science VI swarpar



April 13, 2023

<u>Via Federal Express</u>
Peter Spiegel, CEO
Therabotanics Supplements, LLC
14724 Ventura Boulevard, Suite 200
Sherman Oaks, CA 91403

Re: Notices of Penalty Offenses

Dear Peter Spiegel:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Peter Spiegel April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Chrissy Weems, CEO Think Goodness, LLC 575 East Germann Road, Suite 101 Gilbert, AZ 85297

Re: Notices of Penalty Offenses

Dear Chrissy Weems:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Chrissy Weems April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Paul Jacobson, CEO
Thorne HealthTech, Inc.
152 West 57th Street, 44th Floor
New York, NY 10019

Re: Notices of Penalty Offenses

Dear Paul Jacobson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paul Jacobson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Raj Chopra, CEO
Tishcon Corp.
30 New York Avenue
Westbury, NY 11590

Re: Notices of Penalty Offenses

Dear Raj Chopra:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Raj Chopra April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jack Fallon, CEO
Total Life Changes, LLC
6094 Corporate Drive
Fair Haven, MI 48023

Re: Notices of Penalty Offenses

Dear Jack Fallon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jack Fallon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Eddie Stone, CEO
Touchstone Life Essentials, Inc.
101 Bronzewood Court
Cary, NC 27518

Re: Notices of Penalty Offenses

Dear Eddie Stone:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Eddie Stone April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Scott Perkes, Managing Partner and Co-Owner Trace Minerals Research, L.C 1996 West 3300 South South Ogden, UT 84401

Re: Notices of Penalty Offenses

Dear Scott Perkes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Perkes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Scott Ross, CEO Travalight LLC 7017 Pelican Island Drive Tampa, FL 33634

Re: Notices of Penalty Offenses

Dear Scott Ross:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Scott Ross April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Mark Stevens, CEO
Trevo LLC
1601 NW Expressway, Suite 1210
Oklahoma City, OK 73118

Re: Notices of Penalty Offenses

Dear Mark Stevens:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mark Stevens April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael Jordan Friedman, President and CEO
Trident Brands, Inc.
433 Plaza Real, Suite 275
Boca Raton, FL 33432

Re: Notices of Penalty Offenses

Dear Michael Jordan Friedman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael Jordan Friedman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Fred Tio, CEO
Trilogie, LLC
849 Almar Avenue, Suite C #411
Santa Cruz, CA 95060

Re: Notices of Penalty Offenses

Dear Fred Tio:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Fred Tio April 13, 2023 Page 2 of 2

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Andrew Burch, President and CEO
Triumph Pharmaceuticals, Inc.
12312 Olive Boulevard, Suite 250
St. Louis, MO 63141

Re: Notices of Penalty Offenses

Dear Andrew Burch:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Andrew Burch April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jonathan Chapman, President and CEO
Trividia Manufacturing Solutions, Inc.
89 Bridge Street
Lancaster, NH 03584

Re: Notices of Penalty Offenses

Dear Jonathan Chapman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jonathan Chapman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Michael R. Ellison, CEO
TriVita, Inc.
16100 N. Greenway Hayden Loop
Suite E-190
Scottsdale, AZ 85260

Re: Notices of Penalty Offenses

Dear Michael R. Ellison:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Michael R. Ellison April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> David Brown, CEO TruVision Health, LLC 172 East 14075 South Draper, UT 84020

Re: Notices of Penalty Offenses

Dear David Brown:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Brown April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Kyle Casey, CEO
Twinlab Consolidation Corporation
4800 T-Rex Avenue, Suite 225
Boca Raton, FL 33431

Re: Notices of Penalty Offenses

Dear Kyle Casey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kyle Casey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Terry Lee LaCore, President
UClue, Inc.
901 Sam Rayburn Highway
Melissa, TX 75454

Re: Notices of Penalty Offenses

Dear Terry Lee LaCore:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Terry Lee LaCore April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

Via Federal Express
Adam Payne, CEO
UltraBotanica, LLC
120 NE 26th Street
Oklahoma City, OK 73105

Re: Notices of Penalty Offenses

Dear Adam Payne:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Adam Payne April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

Via Federal Express
Stewart Hughes, CEO
Unicity International, Inc.
1712 South East Bay Blvd.
Suite 101
Provo, UT 84606

Re: Notices of Penalty Offenses

Dear Stewart Hughes:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Stewart Hughes April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Esi Eggleston Bracey, President
Unilever United States, Inc.
800 Sylvan Avenue
Englewood Cliffs, NJ 07632

Re: Notices of Penalty Offenses

Dear Esi Eggleston Bracey:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Esi Eggleston Bracey April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

<u>Via Federal Express</u>
Don Kerrigan, CEO
United States Nutrition Inc.
90 Orville Drive
Bohemia, NY 11716

Re: Notices of Penalty Offenses

Dear Don Kerrigan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Don Kerrigan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

Via Federal Express
Byung-Il Sohn, CEO
Univera, Inc.
3005 1st Avenue, Suite 101
Seattle, WA 98121

Re: Notices of Penalty Offenses

Dear Byung-Il Sohn:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Byung-Il Sohn April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

<u>Via Federal Express</u> Jenna Ryan, CEO Uqora, Inc. 3043 4th Avenue San Diego, CA 92103

Re: Notices of Penalty Offenses

Dear Jenna Ryan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jenna Ryan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

<u>Via Federal Express</u>
Kevin Guest, CEO
Usana Health Sciences, Inc.
3838 West Parkway Boulevard
Salt Lake City, UT 84120

Re: Notices of Penalty Offenses

Dear Kevin Guest:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Kevin Guest April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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For further information on the marketing of health-related products, please see FTC staff's "Health Products Compliance Guidance," available at www.ftc.gov/healthcompliance.

If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Sciona Viswana 72



April 13, 2023

Via Federal Express
Dave Jordan, CEO
Valentus Inc.
3900 West 53rd Street
Sioux Falls, SD 57106

Re: Notices of Penalty Offenses

Dear Dave Jordan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dave Jordan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seiona Viswana 72



April 13, 2023

Via Federal Express
Dallin Larsen, CEO
Vasayo LLC
2168 West Grove Parkway
Suite 150
Pleasant Grove, UT 84062

Re: Notices of Penalty Offenses

Dear Dallin Larsen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dallin Larsen April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Rob Crim, CEO
VAYA Pharma Inc.
10480 Little Patuxent Parkway
Suite 900
Columbia, MD 21044

Re: Notices of Penalty Offenses

Dear Rob Crim:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rob Crim April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Fred Buckley, CEO
Verified Nutrition LLC
269 South Beverly Drive
Suite 374
Beverly Hills, CA 90210

Re: Notices of Penalty Offenses

Dear Fred Buckley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Fred Buckley April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Drew Littlejohns, CEO
VH Nutrition LLC
810 Fiero Lane, Suite 130
San Luis Obispo, CA 93401

Re: Notices of Penalty Offenses

Dear Drew Littlejohns:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Drew Littlejohns April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seiona Viswana 72



April 13, 2023

<u>Via Federal Express</u>
Armand Puyolt, CEO
Vida Divina Worldwide Inc.
1700 South Milliken Avenue
Ontario, CA 91761

Re: Notices of Penalty Offenses

Dear Armand Puyolt:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Armand Puyolt April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seiona Viswana 72



April 13, 2023

<u>Via Federal Express</u> Susan Wood, CEO Vida Lifescience, LLC 16691 Noyes Avenue Irvine, CA 92606

Re: Notices of Penalty Offenses

Dear Susan Wood:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Susan Wood April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seiona Viswana 72



April 13, 2023

Via Federal Express
Shyam Prasad, President
Vidya Herbs Inc.
331 Newman Spring Road
Bldg. 1, 4th Floor, Suite 143
Red Bank, NJ 07701

Re: Notices of Penalty Offenses

Dear Shyam Prasad:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Shyam Prasad April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Clovis Lau, COO
Viiva Global, LLC
3300 Ashton Boulevard
Suite 330
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Clovis Lau:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Clovis Lau April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

Via Federal Express
Ryan Lewis, CEO
Visi Company
2435 West 450 South, Suite 201
Pleasant Grove, UT 84062

Re: Notices of Penalty Offenses

Dear Ryan Lewis:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Ryan Lewis April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Seiona Viswana 72



April 13, 2023

<u>Via Federal Express</u>
Bruce Hough, President
Vitadollar, Inc.
1777 Sun Peak Drive
Park City, UT 84098

Re: Notices of Penalty Offenses

Dear Bruce Hough:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bruce Hough April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Nik Hall, CEO
vitafive, LLC
2042 Irving Boulevard
Suite 120
Dallas, TX 75207

Re: Notices of Penalty Offenses

Dear Nik Hall:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nik Hall April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u> Tracey Halama, CEO Vital Proteins LLC 3400 Wolf Road Franklin Park, IL 60131

Re: Notices of Penalty Offenses

Dear Tracey Halama:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Tracey Halama April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jas Krdzalic, CEO
Vitalize, LLC
9169 West State St., #510
Boise, ID 83714

Re: Notices of Penalty Offenses

Dear Jas Krdzalic:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jas Krdzalic April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
William McMacken, CEO
Vitamin Bounty Ventures, Inc.
3381 Robertson Place
Los Angeles, CA 90034

Re: Notices of Penalty Offenses

Dear William McMacken:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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William McMacken April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Odelya Hoffman, Co-Founder Vitamin Friends, LLC 3390 Horseless Carriage Drive Norco, CA 92860

Re: Notices of Penalty Offenses

Dear Odelya Hoffman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Odelya Hoffman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jason Brown, CEO
Vitamin Packs, Inc.
35131 Center Boulevard SE
Snoqualmie, WA 98065

Re: Notices of Penalty Offenses

Dear Jason Brown:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jason Brown April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Sharon M Leite, CEO
Vitamin Shoppe Industries Inc.
300 Harmon Meadow Boulevard
Secaucus, NJ 07094

Re: Notices of Penalty Offenses

Dear Sharon M Leite:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sharon M Leite April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Colin Watts, CEO
Vitamin Shoppe Industries LLC
300 Harmon Meadow Boulevard
Secaucus, NJ 07094

Re: Notices of Penalty Offenses

Dear Colin Watts:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Colin Watts April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Doug Stapf, CEO Vitanica, LLC 12401 SW Leveton Drive Tualatin, OR 97062

Re: Notices of Penalty Offenses

Dear Doug Stapf:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Doug Stapf April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
David Fan, President and CEO
Viva Life Science, Inc.
350 Paularino Avenue
Costa Mesa, CA 92626

Re: Notices of Penalty Offenses

Dear David Fan:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Fan April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Robert L. Dickie, III, Member
Vive Mood LLC
10629 Hardin Valley Road
Suite 206
Knoxville, TN 37932

Re: Notices of Penalty Offenses

Dear Robert L. Dickie, III:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robert L. Dickie, III April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Robert L. Dickie, III, Member
Vive Mood LLC
2415 Covered Bridge Boulevard
Knoxville, TN 37932

Re: Notices of Penalty Offenses

Dear Robert L. Dickie, III:

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Robert L. Dickie, III April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Elise Donahue, President
Vizuri Health Sciences Consumer Healthcare, Inc.
26811 South Bay Drive
Suite 380
Bonita Springs, FL 34134

Re: Notices of Penalty Offenses

Dear Elise Donahue:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Elise Donahue April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Elise Donahue, President
Vizuri Health Sciences Consumer Healthcare, Inc. c/o Corporation Services Company
1201 Hays Street
Tallahassee, FL 32301

Re: Notices of Penalty Offenses

Dear Elise Donahue:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Elise Donahue April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director

Sciena Viswanos Z



April 13, 2023

<u>Via Federal Express</u>
Joe Urso, CEO
Vollara, LLC
14841 Dallas Parkway, Suite 500
Dallas, TX 75254

Re: Notices of Penalty Offenses

Dear Joe Urso:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Joe Urso April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Nina Barton, CEO Vytalogy Wellness, L.L.C. 15233 Ventura Boulevard 9th Floor Sherman Oaks, CA 91403

Re: Notices of Penalty Offenses

Dear Nina Barton:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Nina Barton April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
Kazuhiko Nomura, President and CEO
Wakunaga of America Co., Ltd.
23501 Madero
Mission Viejo, CA 92691

Re: Notices of Penalty Offenses

Dear Kazuhiko Nomura:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kazuhiko Nomura April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Lee Cooper, Executive Vice President
Walgreen Company
200 Wilmot Road
Deerfield, IL 60015

Re: Notices of Penalty Offenses

Dear Lee Cooper:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Lee Cooper April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Rosalind Brewer, CEO
Walgreens Boots Alliance, Inc.
108 Wilmot Road
Deerfield, IL 60015

Re: Notices of Penalty Offenses

Dear Rosalind Brewer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Rosalind Brewer April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Doug McMillon, CEO Walmart Inc. 702 S.W. 8th Street Bentonville, AR 72716

Re: Notices of Penalty Offenses

Dear Doug McMillon:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Doug McMillon April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Toby Stark, Vice President
Wanae USA, LLC
5911 Fashion Boulevard
Suite 200
Murray, UT 84043

Re: Notices of Penalty Offenses

Dear Toby Stark:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Toby Stark April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

Seigna VI SWOMON Z



April 13, 2023

Via Federal Express
Sanjay Puri, CEO
Wellisen, Inc.
c/o Autonebula
11490 Commerce Park Drive
Reston, VA 20191

Re: Notices of Penalty Offenses

Dear Sanjay Puri:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sanjay Puri April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

Sugna VI SWOMON Z



April 13, 2023

<u>Via Federal Express</u>
John Dowers, President and CEO
WellSpring Pharmaceutical Corp.
5911 North Honore Avenue, Suite 211
Sarasota, FL 34243

Re: Notices of Penalty Offenses

Dear John Dowers:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Dowers April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Daniel Powers, Co-Founder
Wholesome Nutritionals, LLC
623 West Main Street
Lake Geneva, WI 53147

Re: Notices of Penalty Offenses

Dear Daniel Powers:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Daniel Powers April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
David Wiley, CEO
Wiley Organics, Inc.
545 Walnut Street
Coshocton, OH 43812

Re: Notices of Penalty Offenses

Dear David Wiley:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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David Wiley April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u> Harris Rabin, Founder Willow Bark Brands, Inc. 315 West 36th Street New York, NY 10018

Re: Notices of Penalty Offenses

Dear Harris Rabin:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Harris Rabin April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Keith Frankell, CEO
Windmill Health Products, LLC
10 Henderson Drive
West Caldwell, NJ 07006

Re: Notices of Penalty Offenses

Dear Keith Frankell:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

Each notice consists of Commission determinations in prior litigated cases that certain practices are deceptive or unfair and, thus, are unlawful under Section 5 of the Federal Trade Commission Act.

As set forth in more detail in the Substantiation Notice, such unlawful acts and practices include failing to have adequate support for: objective product claims; claims relating to the health benefits or safety features of a product; or claims that a product is effective in the cure, mitigation, or treatment of any serious disease. These unlawful acts and practices also include: misrepresenting the level or type of substantiation for a claim, and misrepresenting that a product claim has been scientifically or clinically proven.

Keith Frankell April 13, 2023 Page 2 of 2

ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Danny Villarreal, Founder
Wink Well LLC
564 West 700 South, Suite 205
Pleasant Grove, UT 84062

Re: Notices of Penalty Offenses

Dear Danny Villarreal:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Danny Villarreal April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Sam Hunziker, CEO
Wish Garden Herbs, Inc.
321 South Taylor Avenue
Suite 100
Louisville, CO 80301

Re: Notices of Penalty Offenses

Dear Sam Hunziker:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Sam Hunziker April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Mickey Wood, President
Woodbolt Distribution, LLC
4407 Monterey Oaks Boulevard
Suite 150
Austin, TX 78749

Re: Notices of Penalty Offenses

Dear Mickey Wood:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mickey Wood April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Paul Licata, President
World Organic Corp.
5242 Bolsa Avenue
Huntington Beach, CA 92649

Re: Notices of Penalty Offenses

Dear Paul Licata:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Paul Licata April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Jhitang Steve Chen, President and CEO
Wynlife Healthcare, Inc.
12636 High Bluff Drive, Suite 400
San Diego, CA 92130

Re: Notices of Penalty Offenses

Dear Jhitang Steve Chen:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jhitang Steve Chen April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Brian Blackburn, CEO
Xymogen, Inc.
6900 Kingspointe Parkway
Orlando, FL 32819

Re: Notices of Penalty Offenses

Dear Brian Blackburn:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Brian Blackburn April 13, 2023 Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Russ Fletcher, CEO
Xyngular Corp.
2000 Ashton Boulevard
Suite 500
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Russ Fletcher:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Russ Fletcher April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u> John Jung, President Yerba Prima, Inc. 740 Jefferson Avenue Ashland, OR 97520

Re: Notices of Penalty Offenses

Dear John Jung:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Jung April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Robby Fender, CEO
Yoli, Inc.
4520 West 2100 South
Suite 601
Sandy, UT 84120

Re: Notices of Penalty Offenses

Dear Robby Fender:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Robby Fender April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Mary Young, CEO
Young Living Essential Oils, LC
1538 West Sandalwood Drive
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Mary Young:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Mary Young April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Steve R Wallach, CEO
Youngevity International Corp
2400 Boswell Road
Chula Vista, CA 91914

Re: Notices of Penalty Offenses

Dear Steve R Wallach:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Steve R Wallach April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Steve R Wallach, CEO
Youngevity International, Inc.
2400 Boswell Road
Chula Vista, CA 91914

Re: Notices of Penalty Offenses

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Steve R Wallach April 13, 2023 Page 2 of 2

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We request that you distribute copies of the notices and this letter to your subsidiaries.

This letter does not reflect any assessment as to whether you have engaged in deceptive or unfair conduct. We are distributing similar letters to numerous other companies.

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If you have any questions about this letter or the enclosed materials, please contact Christine DeLorme at cdelorme@ftc.gov or (202) 326-2095 or Michael Ostheimer at mostheimer@ftc.gov or (202) 326-2699.

Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Michael Kuech, CEO
Your Superfoods Inc.
2450 Colorado Avenue
Suite 100E
Santa Monica, CA 90404

Re: Notices of Penalty Offenses

Dear Michael Kuech:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

Receipt of a notice of penalty offenses puts your company on notice that engaging in conduct described therein could subject the company to civil penalties of up to \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(B).

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Michael Kuech April 13, 2023 Page 2 of 2

connection with an endorser; and misrepresenting that the experience of endorsers are typical or ordinary. Note that positive consumer reviews are a type of endorsement, so such reviews can be unlawful if they are fake or if a material connection is not adequately disclosed.

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
Daniel Ellis and Arby Barroso, Co-Founders
Zahav Nutrition
21050 Sheridan Street
Pembroke, FL 33332

Re: Notices of Penalty Offenses

Dear Daniel Ellis and Arby Barroso:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Daniel Ellis and Arby Barroso April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

<u>Via Federal Express</u>
Bryce Johnson, President and CEO
Zarbees, Inc.
11650 South State Street
Draper, UT 84020

Re: Notices of Penalty Offenses

Dear Bryce Johnson:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Bryce Johnson April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Dennis Giehart, CEO
ZeaVision LLC
716 Crown Industrial Court
Suite I
Chesterfield, MO 63005

Re: Notices of Penalty Offenses

Dear Dennis Giehart:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Dennis Giehart April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

<u>Via Federal Express</u>
John Upperman, CEO
Zhou Nutrition, Inc.
1777 Sun Peak Drive
Park City, UT 84098

Re: Notices of Penalty Offenses

Dear John Upperman:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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John Upperman April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Kenneth Brailsford, CEO
Zija International, Inc.
3300 North Ashton Boulevard
Suite 100
Lehi, UT 84043

Re: Notices of Penalty Offenses

Dear Kenneth Brailsford:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Kenneth Brailsford April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director

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April 13, 2023

Via Federal Express Anthony Huff, CEO Zogena LLC 517 East 3rd Street Hobart, IN 46342

Re: Notices of Penalty Offenses

Dear Anthony Huff:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Anthony Huff April 13, 2023 Page 2 of 2

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Very truly yours,

Serena Viswanathan Associate Director



April 13, 2023

Via Federal Express
Jay Shafer, CEO
Zurvita, Inc.
800 Gessner Road
Houston, TX 77024

Re: Notices of Penalty Offenses

Dear Jay Shafer:

I am enclosing a Notice of Penalty Offenses Concerning Substantiation of Product Claims ("Substantiation Notice") and a Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials ("Endorsement Notice"). We recommend that you carefully review both notices and take any steps necessary to ensure that your company's practices do not violate the law.

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Jay Shafer April 13, 2023 Page 2 of 2

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