



UNITED STATES OF AMERICA  
**FEDERAL TRADE COMMISSION**  
WASHINGTON, D.C. 20580

Division of Advertising Practices

January 26, 2010

Company Name  
Att: President  
[ADDRESS]

**WARNING LETTER**

This letter is to advise you that the Division of Advertising Practices of the Federal Trade Commission (“FTC”) has reviewed product packaging and advertising on the website [company’s website] and distributed at trade shows for Product X, a product containing Omega-3 fatty acids that is intended for use by children ages 2 years and older.

The FTC staff has identified various express and implied claims on product packaging and in advertising for Product X representing that this product provides health benefits related to brain and eye development and function in normal children. Some examples of these claims include:

- Consuming Product X improves, enhances, or supports brain function, cognitive function, attention span, concentration, and mental focus in children;

advertisements and website materials for Gummy Fish that contained the claims at issue. The