

~~ANNEX C - FTC Order (10/11/14), p. 10. See also the link in the table below for the part of the public comment on the Order (10/11/14), p. 10.~~

This matter involves the advertising and promotion of purported genetically customized nutritional supplements and skin repair serums products, which GeneLink and its co-respondent and former subsidiary, foru

TM International Corporation, formerly known as GeneWize Life Sciences, Inc. (foruTM), sold through a multilevel marketing (“MLM”) network. According to the FTC complaint, GeneLink ~~and~~^{foru}TM represented that genetic disadvantages identified through the companies’ DNA assessments are

and appropriate measures to secure consumers' personal information. The complaint alleges the companies failed to provide reasonable and appropriate security for consumers' personal information. According to the complaint

order defines Covered Product as any drug, food, or cosmetic that is: (a) customized or personalized for a consumer based on that consumer's DNA or other genetic assessment, including, but not limited to, the nutritional supplement and skin repair serum products at issue; or (b) promoted to modulate the effect of genes. Section 3.004(i)(2)(c)(iv) defines Essentially Equivalent Product to mean a product that contains the identical ingredients, except for inactives, in the same form, dosage, and route of administration as the Covered Product; provided that the Covered Product may contain additional ingredients if reliable scientific evidence generally accepted by experts in the field demonstrates that the amount and combination of additional ingredients is unlikely to impede or inhibit the effectiveness of the ingredients in the Essentially Equivalent Product. Third, it defines a representative and well-controlled human clinical study.

The purpose of this analysis is to facilitate public comment on the proposed order, and it is not intended to constitute an official interpretation of the agreement and proposed order or to modify their terms in any way.