

**Statement of Commissioner Joshua D. Wright**  
In the Matter of GeneLink, Inc. and foru International Corporation  
Federal Trade Commission v. Sensa Products, LLC  
Federal Trade Commission v. HCG Diet Direct, LLC  
In the Matter of L'Occitane, Inc.  
Federal Trade Commission and State of Connecticut v. LeanSpa, LLC  
January 7, 2014

Today the Commission announces five settlements involving the deceptive marketing of a variety of nutritional and dietary supplements, skincare products, and weight-loss remedies. While the course of business conduct, type of product and particular advertising claim at issue in each case differs, all share one common characteristic – the Commission has alleged that, in the course of advertising their products, each of these defendants has made false or unsubstantiated claims about the treatment of certain medical or health conditions.

Cases that challenge false or unsubstantiated claims – especially those involving serious medical conditions – are an important component of our agency’s mission to protect consumers from economic injury. Indeed, the aggregate consumer injury in these particular matters is estimated to be \$420 million and these settlement agreements will return approximately \$33 million to consumers. I fully support the Commission’s efforts to deter deceptive advertising and voted in favor of authorizing these particular settlements.

In crafting remedial relief in these cases, the Commission inevitably faces a tradeoff between deterring deceptive advertising and preserving the benefits to competition and consumers from truthful claims. Tailoring remedial relief – including the level of substantiation required – to the specific claims at issue is in the best interests of consumers.<sup>1</sup> I write today to express some of my views on this issue.

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