

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

_____)
In the Matter of _____)
_____)
WESTERN DIRECT MARKETING GROUP, INC. _____)

_____)
corporations _____)

COMPLAINT

The Federal Trade Commission, having reason to believe that Western Direct Marketing Group, Inc. and Western International Media Corporation, corporations ("respondents"), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

_____ is independent Western Direct

it's 179. That's great."

Consumer Two: "My cholesterol at this point is down more than a hundred points."

Consumer Three: "My cholesterol was 220. After three months, my cholesterol went down to 190."

Host One: "Just what is it that lowered these people's cholesterol levels so dramatically? This is it. (He puts two Cholestaway tablets in his hand) A new, completely safe scientifically proven method that is as

It is called Cholestaway. (Graphic: 'Guarantees to Lower Your Blood Cholesterol Level') It is not a prescription drug, not a chemical, but a simple all natural dietary supplement that guarantees to lower your blood cholesterol level or your money back. That is right. It guarantees to lower your cholesterol "

(Exhibit A, Cholestaway Television Infomercial 2, n)

....

the same amount of Cholestaway that this inmate was taking. And for 60 days in a row, I ate a pound of

Host Two: "You ate a pound of Kentucky Fried Chicken for sixty days?"

Gibbons: "Every day."

Host Two: "Every day?"

Gibbons: "Every day. And at the end of the sixty

Dr. Dalton: So we started on Cholestaway. And within several weeks, my chemistry concerning the ~~cholesterol~~ had dropped to near

range. And it was one of the best things that had ever happened to me."

(Graphic: "The results of using Cholestaway will vary

.....
Consumer Three: "Yes, I had a side effect, an unusual side effect and a happy one. I lost 30 pounds."

Next Two: "You lost 30 pounds."

Gibbons: "They put cholesterol in a machine that's like

the high density lipoprotein that

17 Testimonials from consumers appearing in the

advertisements for Cholestaway reflect the typical or ordinary experience of members of the public who use the product.

7. Through the use of the trade name "Cholestaway," and through

12. The acts and practices of respondents as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements in or affecting commerce in

Ac t.

THEREFORE, the Federal Trade Commission this day of ,
 , has issued this complaint against respondents.

By the Commission.

Donald S. Clark
Secretary

SEAL: