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Federal Trade Commission
5 600 Pennsylvania Avenue N.W.
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IN SENATE

JANUARY 1, 1908

REPORT

OF THE

COMMISSIONERS OF THE LAND OFFICE

FOR THE YEAR 1907

ALBANY:

ANDREW DEWEY, STATE PRINTER

1908

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1908

1908

1 marketed, and sold devices it has promoted as exercise equipment, including the AB Energizer.

BBB Bureau of Consumer Protection has conducted business in the Southern District of California

1. Practices of Emergency including the various acts and practices set forth herein. They consist of

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

by ~~the targeted muscles~~. The targeted muscles responded to the impulses by

1 20. The advertisements and promotional materials for the AB Energizer discussed in
2 Paragraphs 14 and 17 to 19 (“AB Energizer Promotional Materials”) convey four core messages

3 3. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

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1 (2) Well-defined abdominal muscles claims

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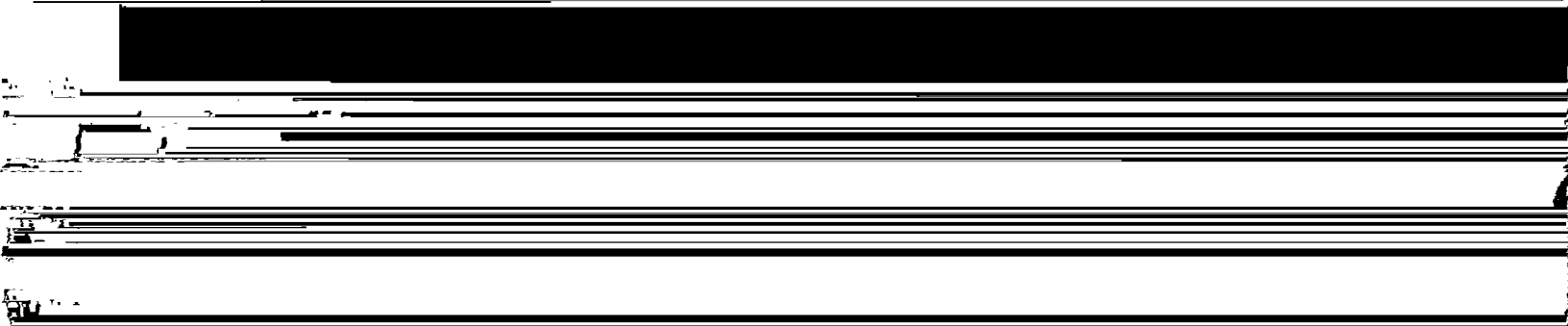
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d. KITA PELLY: "So, if you've been looking for a great way to get firm, toned

2

pho... AD Exercises does the thinking



[Redacted]

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20. MLADP has been notified and has stated that the product will be delivered in

[REDACTED]

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2
3
4

**COUNT TWO
WELL-DEFINED ABDOMINAL MUSCLES CLAIMS**

35. Through the means described in Paragraphs 14, 17 through 20, and 23 through 24, the

~~The S. 1000~~ ~~A. 1000~~ ~~the AD. 1000~~ ~~conceivably defined~~

[REDACTED]

7. adequately that the AD Exercizer is not safe for all users. In fact, the AD Exercizer should not be

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

44. As a result of the Defendants' actions, the Defendants have engaged in the sale of merchandise

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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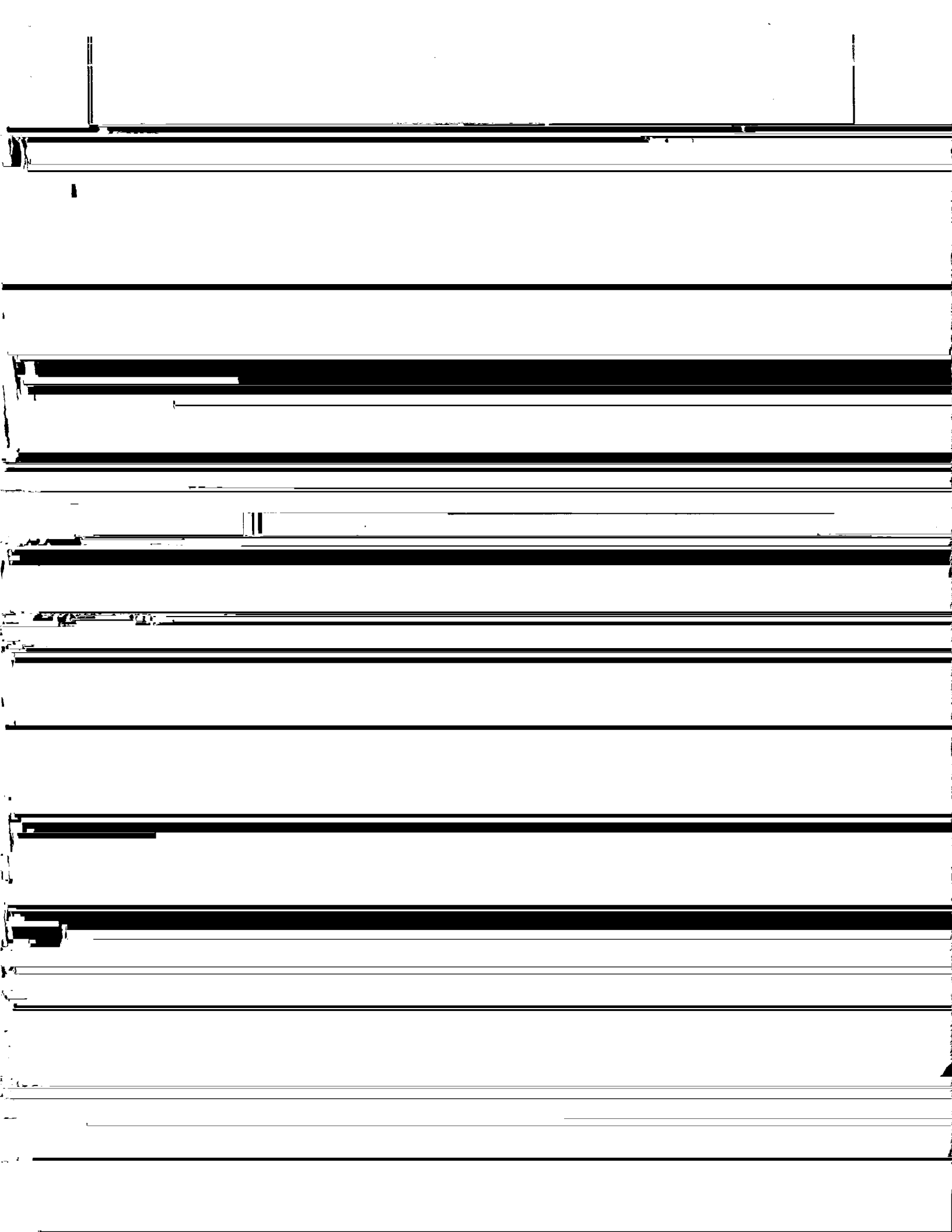
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



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2 Dated: April 20, 2005

Respectfully submitted.