UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION

Division of Advenising Practices

Stuart Lee Friedel, Esq.
Davis & Gilbert
1740 Broadway
New York, New York 10019

WASHINGTON, D.C. 20580

March 21, 1996

Re: Christian Dior, FTC File No.942 3206

Dear Mr. Friedel,

The Commission staff has conducted an investigation to determine whether advertising for Dior Svelte by Christian Dior violates the Federal Trade Commission Act.

On review of this matter, it appears that no further action
lS warranted by the Commission at this time. This determination is based on a number of factors, including the fact that Christian Dior modified its advertising to eliminate references to test substantiation for certain efficacy claims.

The action the Commission staff has taken is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

e ee r

Associate Director

Division of Advertising Practices