



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

Division of Advertising Practices

April 7, 2008

Ellen O. Kollar, Esq.
General Counsel, North America
Mars, Incorporated
6005 Wilshire Blvd.

Re: Mars Animal Research Policy Statement
FTC File No. 0823078

Dear Ms. Kollar:

As you know, the staff of the Federal Trade Commission conducted an investigation of Mars, Inc. for possible violations of Sections 5 and 12 of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 45 and 52. The investigation focused on

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company officials responsible for supervising this research, and our discussions with staff of the Food and Drug Administration, we believe the revised description of Mars's animal testing policy is accurate.¹

Given that Mars's dissemination of claims about its animal research policy was limited to the company's web site and consumer telephone line and other

[REDACTED]