UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION BOSTON REGIONAL OFFICE

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May 13, 1996

RE: The Vitamin Shoppe. FTC File No. 942-3047

Dear Mr. Fleder:

The Commission staff has conducted an investigation
involving the possible violation of the Federal Trade Commission Act by The Vitamin Shoppe through the use of allegedly fa·lse and misleading advertising for nutritional supplements.

Staff has reviewed the materials that you provided to us.
Based upon this review, it now appears that no further action is warranted by the Commission at this time. Accordingly, the investigation has been closed. This action is not to be construed as a determination that a violation reserves

the right to take such further action as the
public interest may require.

Very truly yours,

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Phoebe D. Morse
Regional Director