

("PETA")

filed a complaint with the Federal Trade Commission requesting that the Commission take action against the Scotts Company LLC ("Scotts") for alleged deceptive practices in its advertising of Scotts' Ortho Home Defense MAX Kill & Contain Mouse Trap.

We have carefully reviewed PETA's complaint and have decided not to take formal action on your complaint at this time. In arriving at this conclusion, we have considered a variety of factors related to resource allocation and enforcement priorities, including the likelihood that a violation of FTC law has occurred, the nature of the violation alleged, the type and severity of consumer injury, and the number of consumers affected.

Thank you for bringing this matter to the FTC's attention.

Very truly yours,

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Associate Director for Advertising Practices