HCG Platinum, LLC 11/28/11

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
BUREAU OF CONSUMER PROTECTION
WASHINGTON, D.C. 20580

DEPARTMENT OF HEALTH
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CV06-6112-JFW, 2007-2 Trade Cas. (CCH) P75,866, 2007 U.S. Dist. LEXIS 50783, at *11-12 (C.D. Cal. Aug. 7, 2007). More generally, to make or exaggerate such claims, whether directly or indirectly, through the use of a product name, website name, meta tags, or other means, without rigorous scientific evidence through

adulteration, labeling, misbranding, or approval. We acknowledge that many homeopathic drugs are manufactured and distributed are

labelingprovidesthat your productsshouldbe takenin conjunctionwith a very low caloriediet (VLCD). A VLCDshouldonly be usedunder proper medicalsupervision.

Further,"HCGPlatinumX30" is a prescriptiondrug within the meaningof section503(b)(1)of the Act becauseit is intendedto treat diseasesthat require diagnosisand treatment by a physicianor are intendedto providetreatment for symptomsusuallycausedby an underlyingdiseaseprocessthat requires

FTC strongly urges you to review all claims for your products and ensure that those claims are supported by competent and reliable scientific evidence. Violations of the FTC Act may result in legal action seeking a Federal District Court injunction or an Administrative Cease and Desist Order. An order also may require that you pay back money to consumers. Please notify FTC via electronic mail at healthproducts@ftc.gov, within fifteen working days of receipt of this letter, of the specific actions you have taken to address FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at (202) 326-3088.

Sincerely,

/S/

LaTonya M. Mitchell, District Director

Denver District Office

Food and Drug Administration

/S/

Mary K. Engle, Associate Director

Division of Advertising Practices

Federal Trade Commision

/S/

Ilisa B.G. Bernstein, Pharm.D., J.D.

Acting Director, Office of Compliance

Center for Drug Evaluation and Research

Food and Drug Administration

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[1] For example, "HCG Platinum" includes the ingredients "HCG (Human Chorionic Gonadotropin 6x, 12x, 30x, 60x), L-ARginine 3x, 12x, 30x, Acetyl-L-Carnitine 3x, 12x, L-Ornithine 3x, 12x, 30x."

enacted the Food and Drug Administration Modernization Act (FDAMA), section 126 of FDAMA amended § 503(b)(4) of the Act to require that the label of a prescription drug must bear the symbol "Rx only."