



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Bureau of Consumer Protection
Division of Advertising Practices

November 17, 2015

VIA EMAIL

[RECIPIENT AND ADDRESS]

RE: Weight-Loss Claims on Your Website

Dear [RECIPIENT]:

Staff of the Federal Trade Commission has reviewed marketing claims on your website [NAME/LINK] relating to weight loss. Your site contains claims of extraordinary weight loss that do not appear to be supportable by scientific evidence. FTC staff requests you review all claims you are making for your products and evaluate your support for those claims in light of

Violations of the FTC Act may result in legal action in the form of a federal district court injunction or administrative order. An order may require you to pay back money you obtained from consumers. You can visit our [Dietary Supplement webpage](#) to read about some recent actions regarding false and unsubstantiated claims made for dietary supplements.

Sincerely,

Karen Mandel
Attorney
Federal Trade Commission