

Analysis of Proposed Consent Order to Aid Public Comment

In the Matter of Lornamead, Inc., File No. 122 3255

The Federal Trade Commission (“FTC” or “Commission”) has accepted, subject to final approval, an

equivalent product, that conforms to an acceptable design and protocol and whose results, when considered in light of the entire body of relevant and reliable scientific evidence, are sufficient to substantiate that the representation is true.

Part II of the proposed order prohibits any representation, other than those covered under Part I, that use of any drug, cosmetic, or pesticide, will reduce the risk of a head lice infestation or repel lice, unless the representation is non-misleading, and, at the time of making such representation, respondent possesses and relies upon competent and reliable scientific evidence thble

order; and to file compliance reports with the Commission. Part XI provides that the order will terminate after twenty (20) years, with certain exceptions.

The purpose of this analysis is to facilitate public comment on the proposed order. It is not intended to const1.15 cns32(i)-2(nt)-4(nde)t8(r)odb2(i)-2(s)-1(not)- Td [i taton purposnt on the p