UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

COMMISSIONERS:

Robert Pitofsky, Chairman
Mary L. Azcuenaga
Janet D. Steiger
Roscoe B. Starek, III
Christine A. Varney

In the Matter of )
DAVID GREEN, M.D.,
an individual doing business )
as The Varicose Vein

1. Respondent David Green, M.D. ("Dr. Green") is an individual doing business as The Varicose Vein Center, a sole proprietorship ("VVC"). Respondent's principal place of business is located at 4800 Montgomery Lane, Suite M50, Bethesda, Maryland.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondent, and the proceeding is in the public interest.

ORDER
Definitions

For purposes of this Order, the following defmitions shall apply:

1. "Sclerotherapy" means the treatment of venous disease by injecting a solution into a vein with a needle.

2. "'Venous disease treatment procedure" includes, but is not limited to, sclerotherapy, laser treatments, electrocautery and surgery.

3. "Competent and reliable scientific evidence, means tests, analyses, research, studies or other evidence based on the expertise of professionals in the relevant area, that have been conducted and evaluated in an objective manner by persons qualified .to do so, using procedures generally accepted in the profession to yield accurate and reliable results.

I

IT IS ORDERED that respondent David Green, M.D., an individual doing business as The Varicose
Vein Center, a sole proprietorship, his successors, assigns, agents, representatives and employees, directly or through any corporation, subsidiary, division or other device, in connection with the advertising, promotion, offering for sale or sale of any venous disease treatment procedure including, but not limited to, sclerotherapy, or of any other cosmetic or plastic surgery procedure, in or affecting commerce, as "commerce" is defmed in the Federal Trade Commission Act, do forthwith cease and desist from making any representation, in any manner, directly or by implication:

A. that spider veins and varicose veins are permanently eliminated following treatment by respondent,
or otherwise making any representation regarding the duration of results following treatment by
any cosmetic or plastic surgery procedure, including any venous disease treatment procedure; or

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B. that respondent's treatments succeed in eliminating varicose and spider veins at a rate greater than 95%, or otherwise making any representation reOcat

IV.

IT IS FURTHER ORDERED that, for a period of five (5) years from the date of entry ofthis order, the individual respondent named herein shall promptly notify the Commission of the discontinuance. of his present business or employment, with each such notice to include the respondent's new business address and a statement of the nature of the business or employment in which the respondent is newly engaged as well as a description of respondent's duties and responsibilities in connection with the business or employment.

v.

IT IS FURTHER ORDERED that respondent shall, within sixty (60) days after service upon him of this order, file with the Commission a report, in writing, setting forth in detail the manner and form in which he has complied with the requirements of this order.

By the Commission, Chairman Pitofsky not participating.

ISSUED: June 23, 1995

SEAL:

Donald S. Clark
Secretary

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