

132 3094

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen

erre(l)-6(l)-6 n reen

corporation.

A. (Exhibit A – Body Essentials catalog; Exhibit B – Solutions catalog)

Lose 2” off hips and 1” off thighs in less than a month. The secret? Lytess® cellulite-slimming shorts.

Dr. Oz loves these. They’re made of patented Lytess®, a unique fabric infused with micronized active ingredients. Caffeine metabolizes and dehydrates fat cells. . . . In less than a month, you’ll be visibly slimmer and firmer.

Recommended by Dr. Oz for fighting cellulite.

B. (Exhibit C – Solutions online catalog)

Lose 2” off hips and 1” off thighs in less than a month....without effort. The secret? Lytess® cellulite-slimming shorts.

No diets or pills. Lose inches just by wearing these cellulite-slimming Lytess® leggings. The unique fabric is infused with caffeine to metabolize fat.

. . . In less than a month, you’ll be visibly slimmer and firmer.

C. (Exhibit D – Norm Thompson online catalog)

Look slimmer while becoming trimmer in our Women’s Slimming Leggings!
Take up to 2” off hips and 1” off thighs in just weeks. The shapewear’s secret?
Caffeine (15 mg) + Garcinia (12 mg) + L-carnitine (5 mg) + Tylon (10 mg) + Topolux (14 mg) + Glycolic acid (14 mg) + T* [(10 T.)2()4(f

E. (Exhibit F – Norm Thompson catalog)

Instant curve appeal

Caffeine + botanicals are proven to take off inches now and later!

Take inches off hips, thighs and waist in just weeks...the secret is caffeine.

This is no ordinary shapewear! A unique, seamless knit fabric massages a skin-perfecting microencapsulated formula into skin. Caffeine breaks down fats....In under a month, you'll be visibly slimmer and firmer. For maximum benefit, wear 5 days a week, 8 hours a day for 28 days....

Lose 2" off hips and 1" off thighs.

F. (Exhibit G – Body*Belle catalog)

Effortless slimming cellulite blaster

Innovative fabric is infused with caffeine

Instant trimming when you wear them, plus take 2" off hips and 1" of thighs in 30 days.

Enhanced blood circulation flushes toxins while the active ingredients break down fat. In under a month, you'll be visibly slimmer and firmer.

G. (Exhibit H – Norm Thompson catalog)

Goodbye cellulite! Lose up to 2" off hips and 1" off thighs in 30 days.

We love these shorts and leggings! They're made of innovative Lytess® fabric infused with micronized active ingredients – caffeine metabolizes and dehydrates fat cells. . . . In less than a month, you'll be visibly slimmer and firmer.

Efficacy Claims

6. Through the means described in Paragraph 5, Respondent has represented, expressly or by implication, that

- A. the Garments contain caffeine, which causes a two-inch reduction in a wearer's hip size and a one-inch reduction in a wearer's thigh size in one month or less;
- B. the reductions in hip and thigh size can be achieved without effort;

C. the G

Endorsement Claims

11. In many instances, including but not limited to the promotional materials shown in Exhibits A, B and E, Respondent has prominently represented that the Garments are recommended by Dr. Oz.

12. In truth and in fact, the Garments are not recommended by Dr. Oz.

13. Therefore, the representation set forth in Paragraph 11 was, and is, false and misleading.

14. The acts and practices of Respondent as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE