

D. the environmental or health benefits of such product

unless the representation is misleading, including that at the time such representation is made, the respondent possesses and relies upon competent and reliable evidence, which when appropriate based on the expertise of professionals in the relevant area must be competent and reliable scientific evidence, that is sufficient in quality and quantity based on standards generally accepted in the relevant fields when considered in light of the entire body of relevant and reliable evidence, to substantiate that the representation is true. For the purposes of this Provision:

1.

order, and to future personnel within thirty (30) days after the person assumes such position or responsibilities. Respondent m

Provided, further, that if such complaint is dismissed or a federal court rules that the respondent did not violate any provision of the order, and the dismissal or ruling is either not appealed or upheld on appeal, then the order will terminate according to this Part as though the complaint had never been filed, except that the order will not terminate between the date such complaint filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

Signed this _____ day of _____, 2016.

BEYOND COASTAL

FEDERAL TRADE COMMISSION

By: _____
Sterling McMurrin
President

By: _____
John Andrew Singer
Attorney, Bureau of Consumer Protection

Date: _____

By: _____
Robert M. Frisby
Attorney, Bureau of Consumer Protection

APPROVED:

Laura Koss
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