

## Analysis of Proposed Consent Order to Aid Pub(11)21

The proposed consent order (“order”) has been placed on the public record for 30 days for the public to file comments. The order will be final unless the Commission receives comments that would require the order or make it final.

This matter involves the respondents’ advertising for its shampoo, conditioner, and other hair care products. The Commission’s complaint alleges that the respondent violated Section 5(a) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 45(a), by falsely representing that these products are “all natural.” It also alleges that these products are not “all natural” because they contain one or more synthetic ingredients. Specifically, Quaternium-15 in the All Natural All Day Defining Cream Conditioner contains the synthetic ingredients Polyquaternium-7 and Polyquaternium-15. Coconut Shea Styling Elixir contains the synthetic ingredients Polyquaternium-7, Polyquaternium-1, Phenoxyethanol, and Caprylyl Glycol. Jojoba Monoi Moisturizing Shampoo and Jojoba Monoi Moisturizing Conditioner contain the synthetic ingredients

The order includes injunctive relief that prohibits these alleged violations and fences in similar and related violations. It also includes provisions to assist the

conducted and evaluated in an objective manner by qualified persons, using procedures generally accepted in the profession to yield accurate and reliable results.

**Parts II through V** require the respondent to: (1) keep records of advertisements and substantiation relevant to representations covered by Part I; (2) deliver a copy of the order to principals, officers, directors, and managers, and to employees, agents, and representatives having responsibilities with respect to the subject matter of the order; (3) notify the Commission of changes in corporate structure that might affect compliance obligations; and (4) file compliance reports with the Commission.

**Part VI** provides that, with exceptions, the order will terminate in twenty years.

The purpose of this analysis is to facilitate public comment on the order, and it is not intended to constitute an official interpretation of the complaint or order, or to modify the order's terms in any way.