

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

**COMMISSIONERS:**      **Edith Ramirez, Chairwoman  
Maureen K. Ohlhausen  
Terrell McSweeney**

**In the Matter of**

**ABS CONSUMER PRODUCTS, LLC, a limited  
liability company, d/b/a EDEN  
BODYWORKS**

**DOCKET NO.**

## **Coconut Shea All Natural Curl Defining Cream**

Discover EDEN for yourself. EDEN BodyWorks Coconut Shea All Natural Curl Defining Cream is a humidity-resistant formulation designed to refine and separate curls and waves.

(Exhibit A, Internet webpages [www.walmart.com/ip/EDEN-BodyWorks-Coconut-Shea-All-Natural-Curl-Defining-Cream](http://www.walmart.com/ip/EDEN-BodyWorks-Coconut-Shea-All-Natural-Curl-Defining-Cream) (April and May 2015))

7. In fact, the above products are not “all natural” because they contain at least one synthetic ingredient. Coconut Shea