

Analysis of Proposed Consent Order to Aid Public Comment
In the Matter of The Erickson Marketing Group Inc.
d/b/a Rocky Mountain Sunscreen, Matter No. 152 3268

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, an agreement containing a consent order as to The Erickson Marketing Group Inc., d/b/a Rocky Mountain Sunscreen (hereafter “respondent”).

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.