

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

In the Matter of

TRANS-INDIA PRODUCTS, INC., a corporation,
d/b/a SHIKAI .

FILE NO. 152 3265

AGREEMENT
CONTAINING CONSENT
ORDER

The Federal Trade Commission has conducted an investigation of certain acts and practices of TransIndia Products, Inc. ("proposed respondent"). Proposed respondent is willing to enter into an agreement containing a consent order resolving the allegations contained in the attached draft complaint. Therefore,

IT IS HEREBY AGREED by and between TransIndia Products, Inc., by its duly authorized officer and counsel for the Federal Trade Commission that:

1. Proposed respondent TransIndia Products, Inc., doing business as Shikai, is a

complaint (in such form as the circumstances may require) and decision in disposition of the proceeding.

5. This agreement contemplates that, if it is accepted by the Commission, and if such acceptance is not subsequently withdrawn by the Commission pursuant to the provisions of Section 2.34 of the Commission Rules, the Commission may, without further notice to proposed respondent, (1) issue its complaint corresponding in form and substance with the attached draft complaint and its decision containing the following order in disposition of the proceeding, and (2) make information about it public. When so entered, the order shall have the same force and effect and may be altered, modified, or set aside in the same manner and within the same time provided by statute for other orders. The order shall become final upon service. Delivery of the complaint and decision and order to proposed respondent's address as stated in this agreement by any means specified in Section 4.4(a) of the Commission Rules shall constitute service. Proposed respondent waives any right it may have to any other manner of service. The complaint may be used in construing the terms of the order. No agreement, understanding, representation, or interpretation not contained in the order or in the agreement may be used to vary or contradict the terms of the order.

6. Proposed respondent has read the draft complaint and consent order. It understands that it may be liable for civil penalties in the amount provided by law and other appropriate relief for each violation of the order after it becomes final.

ORDER

DEFINITIONS

For purposes of this order, the following definitions shall apply:

1. Unless otherwise specified, "respondent" and "Trans India" shall mean Trans India Products, Inc., a corporation doing business as ~~Shikha~~ successors and assigns, and its officers, agents, representatives, and employees.
2. "Commerce" shall mean as defined in Section 4 of the F[~~(u 11 >>BD,7-1(ce)-6(l)-6 T~~1wE

- C. the ingredients or composition of such product
- 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. "competent and reliable evidence" means tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that have been conducted and evaluated in an objective manner by qualified persons, using procedures generally accepted in the profession to yield accurate and reliable results and
2. "competent and reliable scientific evidence" means tests, analyses, research, or studies that have been conducted and evaluated in an objective manner by qualified persons, using procedures generally accepted in the profession to yield accurate and reliable results

II.

IT IS FURTHER ORDERED that respondent Transkadia, and its successors and assigns, shall, for five (5) years after the last date of dissemination of any representation covered by this order, maintain and upon request make available to the Federal Trade Commission for

person a signed and dated statement acknowledging receipt of the order. Respondent shall deliver this order to current person

C. This order if such complaint is filed after the order has terminated pursuant to this Part.

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 is 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.

TRANS-INDIA PRODUCTS, INC.
doing business as ShiKai

By: _____
Pamela Steckroat Treadway
President

Date: _____

FEDERAL TRADE COMMISSION

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

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

APPROVED:

Laura Koss
Assistant Director
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Division of Enforcement

Jessica L. Rich
Director
Bureau of Consumer Protection