

Analysis of Proposed Consent Order to Aid Public Comment
In the Matter of Mikey & Momo, Inc., Michael Fensterstock, and Melissa Matarese Fensterstock, Matter No. 162 3234

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, an agreement containing a consent order as to Mikey & Momo, Inc., Michael Fensterstock, and Melissa Matarese Fensterstock (“respondents”).

The proposed consent order (“order”) has been placed on the public record for 30 days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After 30 days, the Commission will again review the order and the comments received, and will decide whether it should withdraw the order or make it final.

This matter involves the respondents’ advertising for Aromaflage and Aromaflage Wild sprays and candles. The complaint alleges that the respondents violated Section 5(a) of the FTC Act by deceptively representing that their sprays and candles effectively repelled mosquitoes, including mosquitoes that carry Zika virus and other diseases, worked as well as products containing 25% DEET, were effective for 2.5 hours, and that their efficacy was scientifically proven. The complaint also alleges that the respondents violated Section 5(a) by disseminating 5-star reviews by purported ordinary consumers and by deceptively failing to disclose that certain endorsers had material connections with the respondents and their products, namely that several were close relatives and, in one instance, one of the respondents herself.

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Part I prohibits any repre health benefits, performance, effi supported by competent and relia studies that (1) have been conduc of insect repellency; (2) are gener results; and (3) are human clinica generally require such human clin

Part II prohibits, in connec about any test or study, or that the clinically proven or otherwise est

Part III, triggered when t the respondents to secure and pre

