

1823038

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS:

Joseph J. Simons, Chairman

Maureen K. Ohlhausen

Noah Joshua Phillips

Rohit ChopraK.R4eo 8 <</MCID 5 >>BDC -0.004 Tc 0 (K)004 Tw -9 -1.K

Findings

1. The Respondent is Nectar

8. The disclosure must not be contradicted or mitigated by, or inconsistent with, anything else in the communication.
 9. When the representation or sales practice targets a specific audience, such as children, the elderly or the terminally ill, "ordinary consumers" includes reasonable members of that group.
- B. "Made in the United States" means any representation, express or implied, that a product or service, or a component thereof, is of U.S. origin, including, but not limited to, a representation that such product or service is "made," "manufactured," "built," or

IV.
RECORDKEEPING

IT IS FURTHER ORDERED that Respondent must create certain records for 20 years after the issuance date of the Order, and retain each such record for 5 years, unless otherwise specified below. Specifically, Respondent must create

