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## UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Joseph J. Simons, Chairman Maureen K. Ohlhausen

Maureen K. Ohlhausen Noah Joshua Phillips

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## 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 targetecific audience, such as children, the elderly or the terminally ill, brdinary consumers includereasonable 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 **Los**gin, including, but not limited to, a representation that such product or service is "made," "manufactured," "built," or

with promoting or offering forale any product or service, shall not make any representation, in any manner, expressly or by implication, regarding the country of origin of any product or service unless representation is true, not misleading, and at the time it is made, Respondent possesses and reles upon a reasonable basis for the representation

## III. COMPLIANCE REPORTS AND NOTICES

IT IS FURTHER ORDERED that Respondent make timely submissions to the Commission:

- A. One year after the issuance date of this Order, Respondent must submit a compliance

  i) identify the
  primary physical, postal, and email address and telephone number, as designated points
  of contact, which representatives of the Commission, may userton unicate with
  Respondent; (b) identify all of that Respondent's businesself of their names,
  telephone numbers, and physical, postal, email, and Internet addresses; (c) describe the
  activities of each business, including the goods and service of the means of
  advertising, marketing, and sales; and (d) describe in detail whether and how Respondent
  is in compliance with each Provision of this Order, including scussion of all of the
  changes Respondent made to comply with the Order.
- B. Respondent must f BT 08.76 476is a d)gsoscriygna-2 (he)4 (, t)-21 (t)-2 ((tof)3 (t)-2 (m)-2 (na)4

## 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