

ANALYSIS OF PROPOSED CONSENT ORDER
TO AID PUBLIC COMMENT

The Federal Trade Commission has accepted an agreement, subject to the proposed consent order from [redacted] Worldwide
Inc. ("BBDO")



in similar
life.

The consent order contains provisions designed to
prevent deceptive and unfair acts and practices in the future

is representative of the
cholesterol in

Department of Health and Human Services
existence of a significant amount of fat, saturated fat, ch

Part II of the order provides that representations that would be specifically prohibited under regulations issued by the FDA pursuant to the Nutrition Labeling and Education Act of 1990, are not prohibited by the order.