



United States
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

October 16, 2017

Peter J. Marmeno
Director
Electronic Retailing Self-Regulatory Program
112 Madison Avenue
New York, NY 10017

Re: Advertising for Mayfair Industries, Inc.'s Garcinia Cambogia Allure dietary supplement

Dear Mr. Marmeno:

A few months ago, the Electronic Retailing Self-Regulatory Program of the Federal Trade Commission ("ERSP") completed an investigation of Mayfair Industries, Inc.'s claims that its Garcinia Cambogia ZT/Garcinia Cambogia Allure dietary supplement product is clinically effective for weight loss and prevents your body from producing additional fat. Your referral indicated that Mayfair Industries did not respond to ERSP's inquiries or otherwise participate in ERSP's regulatory process. Accordingly, we sent the FTC for our review.

After we alerted Mayfair Industries to the ERSP's referral, they agreed to cooperate with the ERSP's inquiry. We ultimately learned from conversation with Jessica Godzki that Mayfair Industries is actively cooperating with ERSP.

Accordingly, it appears that the ERSP's investigation is not to be construed as a determination that a violation has not occurred. The Commission respects the ERSP's self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting ERSP.

Very truly yours,

Devin W. ...
Chief of Staff for ...