



UNITED STATES  
Federal Trade Commission

Division of Advertising Practices

May 7, 2018

Laura Brett, Esq., Director  
National Advertising Division  
112 Madison Avenue, 21st Floor  
New York, NY 10016

Re: Advertising claims for K-M... A dietary supplement

Dear Ms. Brett:

I am writing to follow up on your letter to the FTC. Your letter indicated that your product will increase metabolism, focus, creativity, and energy. Your Responsible Nutrition brought this matter to the FTC's attention. In the FTC's regulatory process, you referred this matter to the FTC for our review.

Upon careful review, we are taking no action at this time. In coming to this decision, we considered resource allocation and enforcement priorities, as well as the nature of any FTC Act violation, the amount, type, severity of any consumer injury, and the consumer's understanding of the product's benefits and risks.

The Commission is committed to the NAD's self-regulatory process, and we sincerely appreciate your recent and ongoing support of the NAD's self-regulatory process, and we sincerely appreciate your recent and ongoing support to continue to assist in supporting the NAD's self-regulatory process.

Very truly yours,

Devin Willis Domoria

Chief of Staff, U.S. Federal Trade Commission