



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20548

Division of Advertising Practices

May 21, 2018

Laura Brett, Esq.
Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: 2BeUnstoppable, LLC's Advertising for My Perfect Bones Dietary Supplement

Dear Ms. Brett:

I am writing to follow up on NAD's referral to the FTC of its concerns regarding 2BeUnstoppable, LLC's claims that its My Perfect Bones dietary supplement product is clinically shown to increase bone density. The Council for Responsible Nutrition (CRN) has also referred to NAD's attention the information indicated in the attached letter. NAD's self-regulatory process, so you referred this matter to the FTC.

After receiving your referral, FTC staff attempted to visit 2BeUnstoppable's website about which CRN complained (www.solomonam.com/products) and a website apparently associated with the company (www.MyPerfectBones.com) is active. Additional internet searches did not reveal an actual address for its principal contact, as well as My Perfect Bones.

The staff is concerned that 2BeUnstoppable did not provide a sufficient response after the NAD's initial inquiries; however, it appears that after the NAD referred his matter to the FTC, the company decided to provide more information. We will continue to monitor the aforementioned My Perfect Bones dietary supplement product, but at this time it appears no additional FTC action is warranted. The Commission reserves the right to take additional action if warranted. We appreciate your referral and your support of NAD's self-regulatory process, and we appreciate your referral opportunity to continue to assist in supporting the NAD.

Very truly yours,

Devin Willis Dornelund
Chief of Staff for Advertising Practices