



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

September 28, 2018

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

**Re: Advertising Claims for NaturVite Omega-3 with Xtra Absorb Technology
Supplements**

Dear Ms. Brett:

This letter responds to your referral to the FTC of the NAD's decision regarding Pharmavit, LLC's advertising claim that its NaturVite Omega-3 with Xtra Absorb Technology product has "Nearly 4X Better Absorption" than standard fish oil concentrate. Because Pharmavit, LLC declined to comply with the NAD's recommendations, you referred this matter to the FTC for our review.

We have had several communications with Pharmavit, LLC regarding this matter. In a careful review of this matter, including your submission of the information provided to staff, we have determined not to recommend enforcement of this claim. In coming to this conclusion, we considered a number of factors related to resource and enforcement priorities, as well as the nature of any potential injury to consumers.

The Commission reserves the right to take such further action as may be required. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD's work.

Very truly yours,

Devin W. Donahoe
Chief of Staff for Advertising Practices