



United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

Division of Advertising Practices

May 13, 2014

VIA ELECTRONIC MAIL

[REDACTED]

[REDACTED]

this time. As you know, our approach in this case is to focus on the overall impression of Hisamitsu's advertisements is misleading.

[REDACTED]

May 13, 2014

efficacy of the Solosec, which Palicki, Pretendo and
other medical professionals have and are currently recommending its

Hiramitsu's ads have compared the efficacy

of Atindas, Parol to OTC drugs

usage says it is not an ideal choice for patients with a non-infectious condition that can be treated

with a non-steroidal anti-inflammatory drug (NSAID) and is not a first-line treatment for patients with
other medical conditions.

related to therapy.

Do not use if you are pregnant or breastfeeding.

Indice / Index / Contents / Inhaltsverzeichnis

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