



UNITED STATES DEPARTMENT OF COMMERCE  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Division of Advertising Practices

March 1, 2010

Andrea C. Levine, Esq.  
Senior Vice President, Director  
National Advertising Division  
112 Madison Avenue, 3rd Floor  
New York, NY 10016

Re: Advertising Claims for Nature Works Pest Control Clinic

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your referral indicated that the advertiser, Nature Works Pest Control, Inc., had not substantiated its claims in the NAD's self-regulatory process. The NAD's decision is not a determination of the FTC's jurisdiction over the advertiser's claims.

Upon review, we have determined that the advertiser's claims are not substantiated. Our decision is not to be construed as a determination that a violation has not occurred. The Commission reserves the right to take such further action as the public interest may require. The FTC is not providing you with the opportunity to continue to assist in supporting the NAD's decision.

Very truly yours,

  
Mary K. Engle  
Associate Director