



Unit  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Division of Advertising Practices

May 9, 2016

Andrea C. Levine, Esq.  
Senior Vice President, Director  
National Advertising Division  
112 Madison Avenue, 5<sup>th</sup> Floor  
New York, NY

Re: Advertising Claims for New Nordic USA, Inc. (Skin Care™ Collagen Filler)

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, NEW NORDIC USA, INC., had failed to do so in a timely manner.

We contacted the principal of New Nordic USA, Inc. and NAD's attorney handling this matter, about that status of New Nordic's cooperation. New Nordic now has discontinued its advertising the challenged matter. Moreover, Ms. [Name] informed that New Nordic has discontinued its advertising claims in future advertising.

Accordingly, it appears no additional action is warranted. The Commission reserves the right to take such further action as the public interest may require. The Commission supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to work with the NAD.

Very truly yours,

Mary K. Engle  
Associate Director for Advertising Practices