



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20548

Division of Advertising Practices

October 25, 2016

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

Re: NAD Referral of Zeltiq Aesthetics, Inc.'s Advertising for CoolSculpting[®]
Cryolipolysis[®] Body Contouring System

Dear Ms. Levine:

Earlier this month, you referred to the FTC and NAD's compliance investigation of Zeltiq Aesthetics, Inc.'s claims at its CoolSculpting[®] Cryolipolysis[®] Body Contouring System (CoolSculpting), an FDA-cleared medical device designed to break down fat from the body. Your referral indicates that, upon review, the NAD determined that Zeltiq provided a reasonable basis for claims that CoolSculpting is an FDA-cleared procedure that uses controlled cooling to eliminate fat without surgery, and to "see a slimmer you." The NAD, however, cautioned Zeltiq to avoid making fat elimination claims and provided other recommendations. Your referral indicates that Zeltiq agreed to discontinue fat elimination claims and follow most but not all of the NAD's other recommendations. Because Zeltiq would not agree to add the NAD's recommended disclosures to its advertising, you referred this matter to the FTC for Commission review.

Upon review of this matter, we determined that the 117(a) violation of this Act. In coming to this conclusion, we considered a number of factors, including the nature and enforcement priorities, as well as the nature of any FTC Act violation and the time and severity of any consumer injury. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Mary K. Engle
Associate Director for Advertising Practices