



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

Courtney A. Estep  
Acting Chief of Staff, Division of Advertising Practices  
Bureau of Consumer Protection

January 4, 2024

Via Electronic Mail ([brett@bbbnp.org](mailto:brett@bbbnp.org))

Laura Brett, Esq.  
Vice President  
National Advertising Division  
112 Madison Avenue, 3<sup>rd</sup> Floor  
New York, NY 10016

Re: Advertising for SBLA Beauty

Dear Ms. Brett:

We have reviewed the National Advertising Division's referral of SBLA Beauty's ("SBLA") advertising of its Eye Lift Wand. NAD inquired about SBLA's substantiation for advertising claims including "[t]ry the first ever eyelift at home, clinically proven to lift & smooth the eyelid in minutes," and before and after photos showing improvements. In your September 28, 2023 referral letter, you advised us that SBLA declined to participate in a self-regulatory review by NAD. Consequently, NAD did not render an opinion on the challenge and referred the matter to the Federal Trade Commission for our review.

After FTC staff explained the reason for NAD's referral and its potential consequences, the company agreed to engage with NAD. We understand from recent conversations with your staff that SBLA is actively cooperating with NAD.

Accordingly, it appears no additional FTC action is warranted at this time. The staff's 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

Laura Brett, Esq.  
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Commissionerfully supports NAD's selfregulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Sincerely,



Courtney A. Estep  
Acting Chief of Staff  
Division of Advertising Practices