



"Sugar Balance is a clinically-effective formula containing powerful ingredients designed to improve insulin sensitivity and enhance blood glucose (sugar) control."

On your social media Twitter page:

"If you need to decrease your body's need for #insulin, use Sugar Balance."

On your social media Facebook page:

"If you need to decrease your body's need for insulin, use Sugar Balance"

"Help get your Diabetes under control. Sugar Balance is a clinically effective formula containing powerful ingredients designed to improve insulin sensitivity and enhance blood glucose (sugar) control."

Your Sugar Balance product is not generally recognized as safe and effective for the above referenced

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Aceva, LLC

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With regard to the advertising claims discussed above, please notify Richard Cleland of the FTC via electronic mail at [rcleland@ftc.gov](mailto:rcleland@ftc.gov) within fifteen (15) working days of receipt of this letter of the specific actions you have taken to address FTC's concerns.

Glenn T.  
Bass -S 