



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of
Advertising Practices

February 1, 2016

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

Re: Advertising Claims for American Dream Nutrition, LLC's PhytoZon dietary supplement product

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, American Dream Nutrition, LLC made broad claims that PhytoZon was proven to help alleviate a range of serious ailments and health issues. Your referral also stated that the advertiser refused to participate in NAD's self-regulatory process.

We contacted the principal for American Dream Nutrition, who has informed us that the company now intends to cooperate with NAD's inquiry. Our understanding is that a company representative will soon contact you to reengage in the NAD self-regulatory process.

Accordingly, it appears that no additional FTC action is warranted at this time. The Commission reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

Mary K. Engle
Associate Director