



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

Division of Advertising Practices

Mary K. Engle
Associate Director

June 17, 2014

Samuel J. Rabin, Jr.
Law Office of Samuel J. Rabin, Jr., P.A.
800 Brickell Avenue - Suite No. 1400
Miami, FL 33131

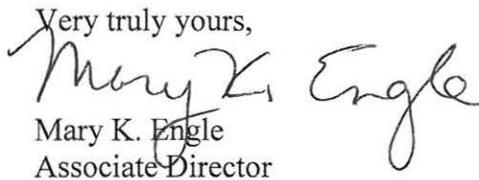
Re: Bosom Max, FTC File No. 132-3238

Dear Mr. Rabin:

Following a referral from the Electronic Retailing Self-Regulation Program of the Council of Better Business Bureaus (ERSP), the staff of the Federal Trade Commission's Division of Advertising Practices has conducted an investigation into whether your client, Intermax USA, Inc., violated Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The investigation concerned claims made in advertising that Bosom Max grows and firms a woman's breasts and that GluteoMax grows and firms the buttocks. In particular, the staff was concerned that the company failed to possess competent and reliable studies supporting these claims.

Upon review of this matter, we have determined not to recommend an enforcement action at this time. We considered a number of factors in reaching this decision, including the relatively low sales of the products and the decision of Intermax USA, Inc. and its principal, Alejandro Suescun, to cease selling the products at issue.

Our decision not to pursue an enforcement action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may warrant.

Very truly yours,

Mary K. Engle
Associate Director

cc: Peter Marinello, ERSP