



United States of America
FEDERAL TRADE COMMISSION
600 Pennsylvania Avenue, NW
Washington, DC 20580

Division of Advertising Practices
Bureau of Consumer Protection

Mary K. Engle
Associate Director

March 27, 2013

Andrea C. Levine, Esq.
Vice President, Director
National Advertising Division
Council for Better Business Bureaus, Inc.
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Referral of advertising for the My Low Press dietary supplement

Dear Ms. Levine:

Thank you for your March 18, 2013 letter to the Federal Trade Commission, conveying NAD's concerns about certain advertising for the My Low Press dietary supplement. Your letter stated that Star Herbs, *inter alia*, represents that My Low Press could treat or cure high blood pressure, allergies, and liver and kidney disease. Your letter further stated that Star Herbs refused to participate in NAD's self-regulatory process and failed to substantiate the challenged claims.

Upon receipt of the referral, we contacted Bob Star of Star Herbs. Mr. Star subsequently contacted NAD and agreed to discontinue making the challenged claims. We appreciate receiving your referral and subsequent notification of its resolution.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Engle". The signature is written in a cursive style.

Mary K. Engle
Associate Director for Advertising Practices