November 17, 2026

VIA EMAIL

Jane Azia, Bureau Chief
Bureau of Consumer Frauds and Protection
New York State Attorney General
jane.azia@ag.ny.gov

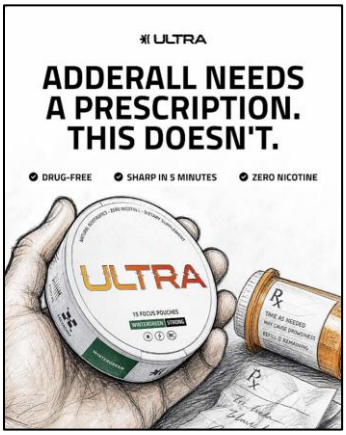
Samuel A.A. Levine, Commissioner
NYC Department of Consumer and Worker Protection
slevine@dcwp.nyc.gov

Re: Unfair and Deceptive Marketing by NYC-Based Nuro Pouches, Inc. d/b/a Ultra Inc.

Dear Bureau Chief Azia and Commissioner Levine:

We write on behalf of Truth in Advertising, Inc. ("TINA.org") to urge action against an unfair and deceptive marketing campaign for Ultra Pouches by Nuro Pouches, Inc. d/b/a Ultra, Inc. ("Ultra"), a New York-based company that is advertising its oral pouches as a treatment for Attention-Deficit/Hyperactivity Disorder (ADHD), a substitute for prescription medication, and a source of instant focus and mental clarity, all without competent and reliable substantiation or FDA approval.





Alarmingly, Ultra does not confine its marketing to adults: it also directs marketing to minors even though it warns that the product should not be consumed by children – a fact only disclosed in the inconspicuous fine print on the back of its containers. Its marketing contradicts company warnings in other ways too, encouraging use well beyond its recommended limits.

Adding insult to injury, Ultra sells its pouches through an inadequately disclosed autorenewing monthly subscription that is difficult to cancel.

TINA.org's findings are explained in detail in the attached complaint we filed today with the Federal Trade Commission and the U.S. Food and Drug Administration. However, we bring this matter to your attention as well because this Brooklyn-based company's marketing practices raise serious concerns under New York state and city laws.[1]

For these reasons, TINA.org urges your offices to open an investigation into Ultra's marketing practices and take appropriate enforcement action.

If you have any questions, please do not hesitate to contact us.

Sincerely,

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.

Cc via email: Nuro Pouches, Inc. d/b/a Ultra, Inc.
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[1] N.Y. Gen. Bus. Law §§ 349, 350, 527-a; N.Y.C. Rules, tit. 6, §§ 5-110 to 5-110.3 (2026).