



Laura Smith <lsmith@truthinadvertising.org>

Response from the Competition Bureau

Competition Bureau / Bureau de la concurrence <compbureau@cb-bc.gc.ca>

Tue, Aug 19, 2014 at 10:31 AM

Reply-To: compbureau@cb-bc.gc.ca

To: lsmith@truthinadvertising.org

Cc: compbureau@cb-bc.gc.ca

Our File: R642412

Laura Smith
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, Connecticut
United States of America
06443

Dear Ms. Smith:

Thank you for the information you provided to the Competition Bureau regarding Vemma.

The role of the Bureau, as an independent law enforcement agency, is to ensure that Canadian businesses and consumers prosper in a competitive and innovative marketplace. Information brought to our attention by consumers and businesses is very important to our work as it contributes to the identification of marketplace issues. The Bureau takes all allegations of false or misleading representations and deceptive marketing practices seriously.

Due to the large number of complaints we receive, we have established criteria for the selection of cases to ensure that our decision to pursue or not pursue a particular case is exercised in an objective and consistent manner. We consider, for example, factors such as the scope of the conduct, the number of consumers and/or businesses adversely affected, the financial loss caused by the practice, the number of complaints received and the available evidence.

The information you have provided will be recorded and entered into our database and it may be used to develop or support future enforcement activities under the laws we enforce. As a law enforcement agency, the Bureau is required to conduct its investigations in private. As such, we cannot provide complaint status reports or comment further on this matter in order to protect the integrity of the investigative process.

We invite you to visit our Web site, www.competitionbureau.gc.ca, to learn more about the work of the Bureau and to access public information on case developments and general information about our programs and activities.

Thank you again for taking the time to bring this matter to our attention.

Direction générale des pratiques loyales des affaires | Fair Business Practices Branch
[1-800-348-5358](tel:1-800-348-5358) | télécopieur / facsimile [819-997-0324](tel:819-997-0324) | ATS/TTY [1-800-642-3844](tel:1-800-642-3844)
Bureau de la concurrence | 50, rue Victoria, Gatineau (Québec) K1A 0C9

8/19/2014

Truth In Advertising Mail - Response from the Competition Bureau

Competition Bureau | 50 Victoria Street, Gatineau, Quebec K1A 0C9
Gouvernement du Canada | Government of Canada
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