

# Maker Of Popular "BeActive Brace" Says ERSP Statement Is "Inaccurate" And Misinforms Public



TREVOSE, Pa., Dec. 16, 2014 /PRNewswire/ -- Plymouth Direct, a national marketer of "As Seen on TV" products that include BeActive Brace, said that a statement issued today by the Electronic Retailing Self-Regulation Program (ERSP) about its product was "false and inaccurate," and "misinforms" tens of thousands of satisfied customers who rely on the item to be a natural aide that alleviates back pain.

Plymouth said that the organization raised no new issues and the company has been working closely with the Food and Drug Administration (FDA) and made changes in its television commercial, website and packaging that put them in full compliance with the agency. The company is shipping product to all its customers.

"When we first learned of the FDA claims, we were quick to meet with that agency and to make its necessary adjustments. It is important that we stress the issues had to do with packaging, and not the successful use of the product itself. The ERSP statement is a dollar short and a dollar late. We are well past issues with the regulatory agencies and this serves no purpose to the industry or our consumers," said a spokesperson for Plymouth Direct.

The company has demanded a full investigation of the policies, practices and the lead attorney of the ERSP.

BeActive Brace uses a patented pad that applies targeted pressure to the specific points, sciatic and related back pain is eased. In addition to easing discomfort, BeActive Brace reduces both short term and chronic sciatic back pain. It retails for \$19.99 and is available at [www.BeActiveBrace.com](http://www.BeActiveBrace.com) ([http://www.beactivebrace.com./](http://www.beactivebrace.com/)) and retailers nationwide.

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