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NAD Refers Advertising for Obesity Research Council's 'Lipozene' to FTC for Review after Advertiser Declines to Participate in NAD Proceeding

New York, NY – Dec. 23, 2014 – The National Advertising Division has referred advertising for Lipozene, a product marketed by the Obesity Research Council, to the Federal Trade Commission (FTC) after the company declined to participate in NAD's review of its advertising claims.

The claims were challenged by the Council for Responsible Nutrition (CRN) as part of an initiative by CRN and NAD to expand the review of advertising claims made for dietary supplements.

Challenged claims included:

- *“Clinically proven: Helps reduce weight, Helps reduce Body Fat, Safe and Effective.”*

- *"Lipozene is an all-natural weight loss supplement that is clinically proven to help you lose weight and pure body fat."*
- *"When taken prior to eating, Lipozene works to help you feel full faster, so you eat less!" It's that easy!"*
- *"In an independent study, not only did participants taking Lipozene lose weight, but 78% of each pound lost was pure body fat."*
- *"What's even more amazing is that participants were not asked to change their daily lifestyle. Just take Lipozene."*
- *"Lipozene has effectively helped millions of people meet their weight loss goals and it can help you too!"*
- *"Check out these studies that prove scientifically that the active ingredient in Lipozene helps you lose weight!"*
- *"Lipozene creates a dietary fiber gel in your stomach that makes you feel full so you are able to eat less without feeling hungry."*
- *"I've lost 6lbs in my first week and my progress is better and better. I only weigh myself once a week but I'm on week two and can see the differences. Can't wait till my next weigh in to see further progress! – Belleville, Illinois"*
- *"Love it. I was 269.8 to 178.8 in three months. I stopped it and it's been five months and I have not gained the weight... . – Allentown, Pennsylvania"*

The challenger argued that many of the advertiser's claims imply that Lipozene may be used for disease prevention and treatment because of references to diabetes obesity and high cholesterol.

In light of the advertiser's failure to submit a substantial response, pursuant to Section 2.10(B) of NAD/NARB Procedures, NAD is referring this matter to the FTC for further review.

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