



April 6, 2022

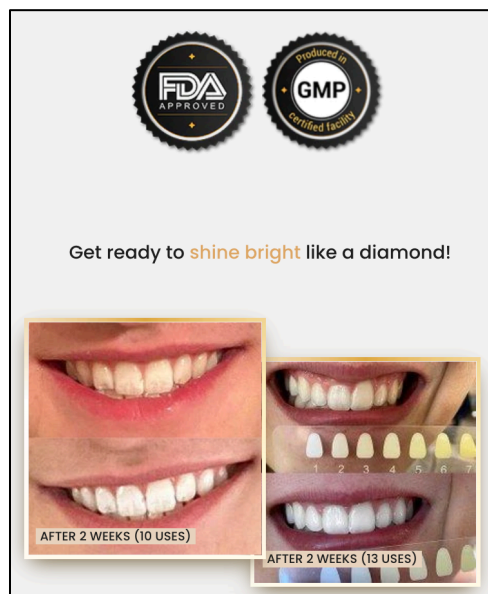
VIA EMAIL

Attention: Allegations of Regulatory Misconduct Branch
Office of Compliance
Center for Devices and Radiological Health
U.S. Food and Drug Administration
WO Bldg. 66 RM 3523
10903 New Hampshire Ave
Silver Spring, MD 20993
CDRHDeviceAllegations@fda.hhs.gov

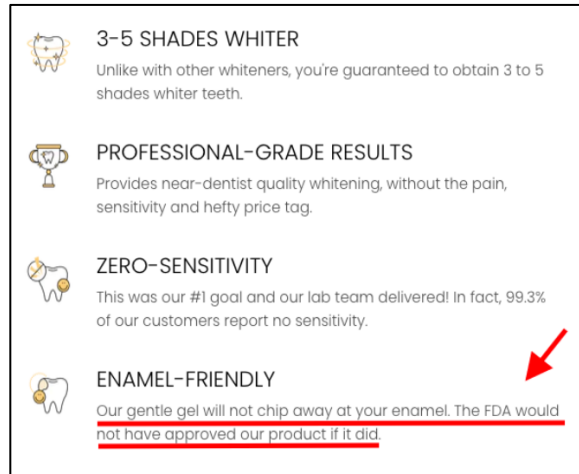
Re: Diamond Beauty Company's Improper Use of FDA logo

Dear Sir or Madam:

We write on behalf of Truth in Advertising, Inc. ("TINA.org") to inform you of Diamond Beauty Company's improper use of an FDA logo in violation of the FDA's Logo Policy.¹ Specifically, the North Carolina-based dental cosmetics company prominently features an FDA logo on its website despite the FDA's ban against the use of the logo in private sector materials, sending the false and misleading message that the FDA "favors or endorses" Diamond Beauty Company products.²



In addition, the company falsely claims its teeth whitening products are FDA-approved.³



Accordingly, TINA.org urges the FDA to commence an investigation into Diamond Beauty Company’s improper use of its FDA logo 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: Diamond Beauty Company

¹ <https://diamondbeautycompany.com/products/teeth-whitening-kit>;
<https://www.fda.gov/about-fda/website-policies/fda-logo-policy>.

² TINA.org contacted Diamond Beauty Company regarding this issue on March 17, 2022 in connection with a TINA.org article, “Diamond Beauty Company Teeth Whitening Kit”, <https://truthinadvertising.org/articles/diamond-beauty-teeth-whitening-kit/>. The company did not respond.

³ <https://diamondbeautycompany.com/products/teeth-whitening-kit>. Note that the word “approved” is also present underneath the FDA logo.