



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

April 7, 2008

Ellen O. Kollar, Esq.
General Counsel, North America
Mars, Incorporated
6995 Blue Bell Court

Re: Mars Animal Research Policy Statement
FTC File No. 0823078

Dear Ms. Kollar:

As you know, the staff of the Federal Trade Commission conducted an investigation of Mars, Inc. for possible violations of Sections 5 and 12 of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 45 and 52. The investigation focused on

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company officials responsible for supervising this research, and our discussions with staff of the Food and Drug Administration, we believe the revised description of Mars's animal testing policy is accurate.¹

Given that Mars's dissemination of claims about its animal research policy was limited to the company's web site and consumer telephone line and other

