


United States of America
FEDERAL TRADE COMMISSION
Southwest Region



1999 Bryan St., Ste. 2150
Dallas, Texas 75201

June 3, 2020

[B]uy 5 solutions get 1 free for \$100. Custom trays are \$75 which can also be used for teeth whitening or non-custom standard trays are \$25.”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims