



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

September 16, 2014

Suzanne Quarles
State of Arkansas

Re: *In the Matter of Lornamead, Inc., File No. 122-3255, Docket No. C-4488*

Dear Ms. Quarles:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

You commented that you used several bottles of Lice Shield and, contrary to Lornamead's claims, experienced "no significant reduction in the amount of lice infestations." The proposed order requires that Lornamead possess competent and reliable scientific evidence before making any representation that its Lice Shield products can eliminate or reduce the risk of a head lice infestation. If Lornamead violates the proposed order, it would be liable for civil penalties of up to \$16,000 per violation, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1). As is the case with all Commission orders, Commission staff will closely monitor Lornamead's future activities to determine whether any violations occur. Consumers should, however, consult with their healthcare provider about effective prevention or treatment of head lice.

Accordingly, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission, Commissioner McSweeney not participating.

Donald S. Clark
Secretary