



Office of the Secretary

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

September 24, 2014

Dennis Hickman
State of California

Re: *L'Oréal USA, Inc.*
FTC File No. 122-3016

Dear Mr. Hickman:

Thank you for your comment regarding the above-referenced matter. Your letter was placed on the public record pursuant to Section 2.34 of the Commission's Rules of Practice, 16 C.F.R. § 2.34, and was given serious consideration by the Commission.

In your comment, you object to the proposed settlement because it does not provide for a monetary remedy. The Commission has determined that the conduct relief obtained by the order will serve to remedy the alleged violations of the FTC Act by L'Oréal and deter future violations. In addition, L'Oréal will be subject to the Commission's final order for twenty years and liable for civil penalties of up to \$16,000 per violation should it violate that order, pursuant to Section 5(l) of the FTC Act, 15 U.S.C. § 45(l).

After carefully considering your comment, along with others received in this matter, the Commission has determined that the public interest is best served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order, and other relevant materials, are available from the Commission's website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner McSweeney not participating.

Donald S. Clark
Secretary