



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

Division of Advertising Practices

Edward B. Glennon
(202) 326-3126

December 4, 2009

VIA ELECTRONIC MAIL

Behnam Dayanim, Esq.
Paul, Hastings, Janofsky & Walker LLP
875 15th St., N.W.
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Dear Behn:

Re: NAD Referral to Federal Trade Commission

Please be advised that the Federal Trade Commission ("Commission") has closed its investigation into the matter referred to it by the National Advertising Division ("NAD") concerning Mead Johnson Co.'s ("Mead Johnson") advertising of Enfamil LIPIL infant formula product (NAD Case Report #4822). The NAD referred the matter to the Commission after finding that Mead Johnson on several occasions had failed to comply with its recommendations concerning such advertising. In light of Mead Johnson's response to the Commission's inquiry regarding the matter, the Commission is satisfied that Mead Johnson has addressed the cause of the compliance problems cited by the NAD and has put in place sufficient safeguards to protect against similar problems in the future.

Please don't hesitate to contact me at (202) 326-3126 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Glennon", with a long horizontal flourish extending to the right.

Edward B. Glennon

cc: Andrea C. Levine, Esq. (via electronic mail)
Director, National Advertising Division