

FTC v. Rose Creek Health Products (2000)

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Case: FTC v. Rose Creek Health Products (2000)

Subject Category: Consent Decree

Agency Involved: FTC

[Consent Decree](#)

Complaint Synopsis: The FTC claimed that Rose Creek marketed a product called Vitamin O. Vitamin O supposedly contained a high concentration of dissolved oxygen and Rose Creek claimed that this supported multiple healthy bodily processes. The FTC asserted that the claims of Rose Creek were without merit.

Consent Details: Rose Creek agreed to cease claiming the Vitamin O had any health benefits whatsoever. Furthermore, they agreed to only make health assertions that were supported by reliable and competent scientific evidence in the future, and to pay \$375,000 to the FTC to provide redress to consumers harmed by Rose Creek's unsupported claims.

Practical Importance to Business of MLM/Direct Sales/Direct Selling/Network Marketing/Party Plan/Multilevel Marketing: The FTC vigorously pursues unsupported health claims.

FTC v. Rose Creek Health Products (2000) , FTC File No. 992 3107: Rose Creek agreed to cease claiming the Vitamin O had health benefits whatsoever. Furthermore, they agreed to only make health assertions that were supported by reliable and competent scientific evidence in the future, and to pay \$375,000 to the FTC to provide redress to consumers harmed by Rose Creek's unsupported claims.

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