



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
600 PENNSYLVANIA AVENUE, NW
WASHINGTON, D.C. 20580

Division of Enforcement
Bureau of Consumer Protection

March 31, 2004

Claude C Wild, III, Esq.
Greenberg Traurig LLP
The Tabor Center
1200 17th Street, Suite 2400
Denver, CO 80202

Re: Snore Formula, Inc.
FTC Docket No. C-4090

Dear Mr. Wild:

The Division of Enforcement has reviewed your submissions dated September 30, 2003; December 5, 2003; and March 15, 2004; which you filed pursuant to Part XIII of the above-referenced order issued on July 24, 2003, to show the manner and form of the compliance with the order by the respondents Snore Formula, Inc.; Dennis H. Harris, M.D.; and Ronald E. General.

As you know, the staff determined that certain advertisements attached as an exhibit to the submission of March 15, 2004, make health benefit claims for dietary supplements for which Part III of the order requires substantiation. In lieu of submitting substantiation for these claims, you have confirmed that the respondents have stopped disseminating this exhibit, and have ceased promotion of their products.

The staff has concluded, on the assumption that the information submitted is accurate and complete, that no compliance action is indicated at this time. We will not be precluded, however, from recommending to the Commission an appropriate action if the submitted information is inaccurate or incomplete or if the respondents violate the terms of the order.

Sincerely,

Elaine D. Kolish
Associate Director