



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

Division of Advertising Practices

June 1, 2007

Paul M. Hyman, Esq.
Hyman, Phelps & McNamara PC
700 Thirteenth St. NW, Suite 1200
Washington, DC 20005

Re: Insight Pharmaceuticals Corporation/Sucrets Defense
FTC File No. 072-3153

Dear Mr. Hyman:

As you know, the staff of the Federal Trade Commission conducted an investigation of your client, Insight Pharmaceuticals Corporation ("Insight"), for possible violations of Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45 and 52. In particular, the investigation concerned Insight's advertising and promotion of Sucrets Defense, a dietary supplement containing glutathione, vitamin C, and zinc in lozenge form. Our inquiry focused on whether Insight possessed adequate substantiation for claims, *inter alia*, that Sucrets Defense helps boost the immune system, fight colds, and provide protection before entering crowded places.

Upon careful review of the matter, including non-public information submitted to staff, it appears that no further action is warranted by the Commission at this time. Among the factors we considered in making this determination are the short period of time that Sucrets Defense was marketed, the limited nature of the advertising campaign, the relatively small amount of resulting sales, and the fact that Insight has decided to discontinue the product. It is our understanding that as of the date of this letter, Insight has discontinued all marketing of the product. All remaining inventory in Insight's control will not be distributed to retailers in the United States unless re-packaged with labeling as approved by Commission staff. In addition, Insight will not re-introduce Sucrets Defense for sale in the future.

The staff appreciates Insight's cooperation in the prompt resolution of this matter. This action is not to be construed as a determination that a violation has not occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Mary K. Engle

Associate Director for Advertising Practices