Procera AVH Marketers Can Forget About Claiming to Reverse Memory Loss

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It turns out that there is not a magic pill capable of reversing the effects of aging on the human brain, including memory loss, or at least not one we can remember right now. The FTC recently reminded the marketers of Procera AVH, a dietary supplement that allegedly combats memory loss and cognitive decline, of their responsibilities as advertisers and shot down claims that the supplement was clinically proven to significantly improve memory, mood, and other cognitive functions because these claims were too good to be true. After the FTC brought a lawsuit challenging numerous claims made in the advertising of Procera, the parties agreed to a settlement that included a permanent injunction and a $1.4 million monetary damages award that must be paid to suspend much larger stipulated damages totaling more than $150 million... Continue Reading