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iMNatural.com Commits to Discontinue Claim that Garcinia Cambogia Product May Fight Ebola

New York, NY – Nov. 19, 2014 – iMNatural.com, contacted by the National Advertising Division in the course of a challenge to certain advertising claims for the company’s “Garcinia Cambogia Powder with 50% HCA Dietary Supplements” has advised NAD that it is permanently discontinuing challenged claims for the product, including: “Some of the possible health benefits of Garcinia Cambogia [are that it]... fights... [the] ebola virus.”

The claims, which appeared in Internet advertising, were challenged by the Council for Responsible Nutrition.

NAD is an investigative unit of the advertising industry’s system of self-regulation. It is administered by the Council of Better Business Bureaus.

Upon receipt of NAD’s opening letter, the advertiser advised NAD that it would permanently discontinue all of the challenged claims.

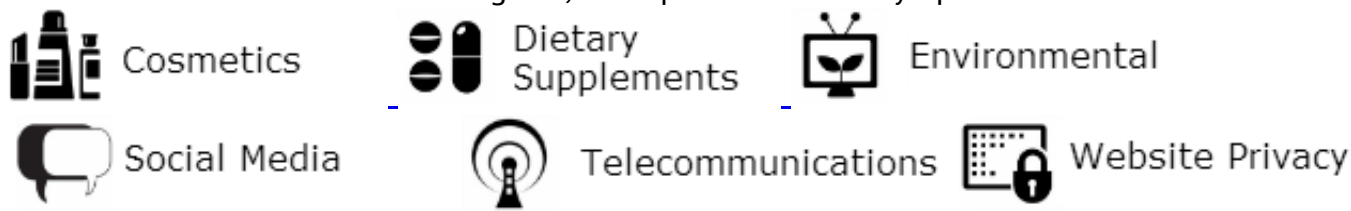
NAD noted its appreciation for the advertiser’s participation in the self-regulatory process and its assurance that it would permanently discontinue the challenged claims. Given the lack of any supporting evidence, NAD determined that discontinuance was necessary.

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