



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

Mary K. Engle
Associate Director

June 17, 2019

Chong S. Park, Esq.
Ropes & Gray LLP
2099 Pennsylvania Avenue, NW
Washington, DC 20006-6807

Re: Canada Goose Inc.; FTC Matter No. 182-3146

Dear Mr. Park:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has conducted an investigation into the advertising practices of your client, Canada Goose Inc. ("Canada Goose"), for possible violations of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. Section 5 of the FTC Act requires that advertising claims be truthful and non-misleading. We were concerned that Canada Goose may have made false or misleading representations about the treatment of geese whose down is used in Canada Goose's apparel.

Upon careful review of this matter, including non-public information Canada Goose provided during our investigation, we have determined not to recommend enforcement action at this time. In coming to this conclusion, we considered a number of factors, including the prompt corrective action taken by Canada Goose, such as removing the advertising claims at issue from the marketplace and clarifying its business practices in marketing materials, among other things. Thus, it appears that no further action is warranted at this time and the investigation is closed.

This action is not to be construed as a determination that a violation of law did not occur, 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 further action as the public interest may warrant.

Very truly yours,

Mary K. Engle
Associate Director for Advertising Practices