



FTC Takes Action to Stop Direct Mail Pill Marketers' Unproven Health Claims

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Marketers falsely claimed their products were proven to stop pain and treat age-related ailments



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The marketers of three supplements called Neurocet, Regenify, and Resetigen-D have settled a Federal Trade Commission complaint alleging they deceptively promoted their products to older Americans using false claims that their products could stop pain and treat age-related ailments.

The [proposed stipulated order](#) would bar the defendants—five related companies called Mile High Madison Group, Inc., Nordic Clinical, Inc., Encore Plus Solutions, Inc., Le Groupe Mile High Madison, Inc., and Clinique Nordique, Inc. and their principals, Vittorio DiCriscio and Vito Proietti—from making any claims about the health benefits of their products unless they are true and supported by scientific evidence.

The order also would impose a judgment of more than \$38.1 million, which is partially suspended due to inability to pay, after the defendants pay \$1.3 million. The Commission may use those funds to pay refunds to consumers harmed by the defendants' false claims.

"These defendants promised miracle cures to people who needed real medical help," said Andrew Smith, Director of the Bureau of Consumer Protection. "Companies need scientific evidence to back up health claims for their products; the Commission will continue to take action against marketers who can't support their claims."

[The Commission's complaint](#) alleges that the defendants marketed their pills to older Americans through magazine-style direct mailings and online. According to the FTC, the mailers and other ads for Neurocet promised the product could significantly treat pain, including joint, back, arthritis, and headache pain, stiffness, and inflammation, and provide stronger, longer lasting relief than other pain drugs.

According to the complaint, the defendants claimed that Regenify and Resetigen-D were anti-aging cure-alls that could repair cells and treat multiple ailments. The Commission contends that the defendants also deceptively advertised

Regenify and Resetigen-D through fake doctor endorsements and fake consumer testimonials. The complaint further alleges that the defendants falsely claimed that Neurocet, Regenify, and Resetigen-D were clinically proven to treat these conditions.

The Commission vote approving the complaint and proposed stipulated order was 5-0. The FTC filed the proposed settlement in the U.S. District Court for the Southern District of Florida.

NOTE: The Commission files a complaint when it has “reason to believe” that the named defendants are violating or are about to violate the law and it appears to the Commission that a proceeding is in the public interest. Stipulated orders are subject to court approval and have the force of law when signed by the District Court judge.

The Federal Trade Commission works to promote competition and to protect and educate consumers. You can learn more about consumer topics and file a consumer complaint online or by calling 1-877-FTC-HELP (382-4357). For the latest news and resources, follow the FTC on social media, subscribe to press releases and read our blogs.

PRESS RELEASE REFERENCE:

[FTC Sends Refunds to Consumers Who Bought Deceptively Marketed Supplements to Treat Pain and Age-related Health Conditions](#)

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