

IN THE MATTER OF

AMERICAN INSTITUTE OF HABIT CONTROL, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
SEC. 5 OF THE FEDERAL TRADE COMMISSION ACT

Docket C-3522. Complaint, Aug. 23, 1994--Decision, Aug. 23, 1994

- This consent order prohibits, among other things, a Florida-based company and its
- president from making any representation about the relative or absolute
performance or efficacy of any smoking cessation or weight loss program,
unless they possess and rely upon competent and reliable scientific evidence
to substantiate the representation, and from representing that the Surgeon
General's 1989 report states that the hypnosis method used by the respondents
is one of the most effective ways to stop smoking.

Appearances

For the Commission: *Matthew Daynard.*

For the respondents: *David A. Clanton, Baker & McKenzie,*
Washington, D.C.

COMPLAINT

The Federal Trade Commission, having reason to believe that American Institute of Habit Control, Inc., a corporation, and Steven Present, individually and as an officer of said corporation ("respondents"), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

PARAGRAPH 1. Respondent American Institute of Habit Control, Inc., is a Florida corporation, with its principal office or place of business at 9655 South Dixie Highway, Miami, Florida.

Respondent Steven Present is the sole officer, director and shareholder of the corporate respondent. Individually or in concert with others, he formulates, directs and controls the acts and practices of the corporate respondent, including the acts and practices alleged in this complaint. His principal office or place of business is the same as that of the corporate respondent.

PAR. 2. Respondents have advertised, offered for sale, and sold The Present Seminar for smoking cessation and weight loss, and other stop-smoking and weight-loss seminars to consumers. The Present Seminar is a single, group hypnosis session, two-and-one-half hours in length, provided to consumers by respondent Steven Present at various hotel locales in various cities.

PAR. 3. The acts and practices of respondents alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

PAR. 4. Respondents have disseminated or have caused to be disseminated advertisements for The Present Seminar for smoking cessation, including but not necessarily limited to the attached Exhibits A-C. These advertisements contain the following statements:

A. "STOP SMOKING IN 2-1/2 HOURS! . . . 97% proven success rate. ATTEND STEVEN PRESENT'S GROUP HYPNOSIS SEMINAR AND STOP SMOKING-QUICKLY, EASILY AND PERMANENTLY! At last, a major breakthrough now makes it much easier to stop smoking. Steven Present's stop smoking methods, perfected over the past 10 years, were TOP RATED IN THE 1989 U.S. SURGEON GENERAL'S SMOKING REPORT . . . YOU WILL BECOME A NON-SMOKER IN JUST ONE NIGHT! . . . Is it hard to believe that after years of smoking, after trying to quit so many times before, that the answer is just a few days away? . . . Even smokers with 30, 40, and 50 year habits will crush their cigarettes and throw them away - FOR GOOD! 97% of those who attend, that's right, 97% WILL COMPLETELY STOP SMOKING BEFORE THE SEMINAR'S OVER! NOW YOU TOO WILL BREAK FREE FROM CIGARETTES! . . . LOSE WEIGHT FREE! . . . With Steven Present's hypnosis, you can lose weight without dieting, by eliminating your desire for fattening foods and sweets. After just one session of Steven Present's hypnosis, you can eat less and still feel full! That's how you can lose weight and finally keep it off!" (Exhibit A).

B. "THE PRESENT SEMINAR - FIRST IN RESULTS! STOP SMOKING IN 2-1/2 HOURS-GUARANTEED! . . . DON'T MISS THIS CHANCE TO STOP SMOKING FOREVER. ATTEND STEVEN PRESENT'S GROUP HYPNOSIS SEMINAR. Steven Present, M.S., Dir., is nationally known for his success in changing hard core smokers into ex-smokers. After his seminar, 97% of his clients lose their desire to smoke, throw away their cigarettes, and stop smoking. Now you can too. . . During Steven Present's Seminar, his proven system will completely break the control that nicotine and cigarettes have over you. If you are like the thousands throughout the country who attend his seminar, you too will stop smoking without withdrawal, stress, or weight gain. In JUST ONE NIGHT! If this sounds too good to be true, here's the proof. The 1989 U.S. SURGEON GENERAL'S SMOKING REPORT STATED THAT GROUP HYPNOSIS IS ONE OF THE MOST EFFECTIVE WAYS TO STOP SMOKING." (Exhibit B)

C. "STOP SMOKING IN 2-1/2 HOURS! 97% PROVEN SUCCESS RATE! Even if you've tried other methods. . . no matter how long you've been smoking or

how many packs a day you smoke. . .with Steven Present's unique method of hypnosis, you will stop smoking. . .in just 2-1/2 hours-Guaranteed. Without withdrawal, anxiety, or weight gain. . .YOU WON'T CRAVE CIGARETTES. . .Steven Present's method is different from other systems because it doesn't depend on willpower. Instead, it uses the power of hypnosis to eliminate your craving for cigarettes in every situation. . .45 specific hypnotic suggestions eliminate your craving for cigarettes at all times, including: Driving your car. . .after a meal. . .drinking coffee. . .talking on the phone. . .while having a drink. . .waking up in the morning, and when around others who are smoking. It happens automatically, effortlessly. . .97% of those who attend will throw away their cigarettes and completely stop smoking before the seminar is over. . .LOSE WEIGHT - FREE. . .With Steven Present's hypnosis, you can lose weight without dieting, by eliminating your desire for fattening foods and sweets. After just one session of Steven Present's hypnosis, you can eat less and still feel full! That's how you can lose weight and finally keep it off!" (Exhibit C)

PAR. 5. Through the use of the statements contained in the advertisements referred to in paragraph four, including but not necessarily limited to the advertisements attached as Exhibits A-C, respondents have represented, directly or by implication, that:

A. Ninety-seven percent of the participants in respondents' smoking cessation seminars permanently abstain from smoking after attending those seminars.

B. The U.S. Surgeon General, in the 1989 U.S. Surgeon General's Report on Smoking, Reducing the Health Consequences of Smoking: 25 Years of Progress, states that the group hypnosis method used by respondents is one of the most effective ways to stop smoking.

PAR. 6. In truth and in fact:

A. Ninety-seven percent of the participants who attend respondents' smoking cessation seminars do not permanently abstain from smoking after those seminars.

B. The U.S. Surgeon General, in the 1989 U.S. Surgeon General's Report on Smoking, Reducing the Health Consequences of Smoking: 25 Years of Progress, does not state that the group hypnosis method used by respondents is one of the most effective ways to stop smoking.

Therefore, the representations set forth in paragraph five were, and are, false and misleading.

PAR. 7. Through the use of the statements in the advertisements referred to in paragraph four, including but not necessarily limited to the advertisements attached as Exhibits A-C, respondents have represented, directly or by implication, that:

A. Participants who attend respondents' single-session group hypnosis seminar are cured of smoking addiction and permanently abstain from smoking cigarettes.

B. Respondents' single-session, group hypnosis seminar is more efficacious for smoking cessation than other smoking cessation methods.

C. Participants who attend respondents' single-session group hypnosis seminar are cured of smoking addiction without experiencing withdrawal, stress or weight gain.

D. Participants who attend respondents' single-session group hypnosis seminar achieve and maintain weight loss.

PAR. 8. Through the use of the statements in the advertisements referred to in paragraph four, including but not necessarily limited to the advertisements attached as Exhibits A-C, respondents have represented, directly or by implication, that at the time they made the representations set forth in paragraphs five and seven, respondents possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 9. In truth and in fact, at the time that they made the representations set forth in paragraphs five and seven, respondents did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph eight was, and is, false and misleading.

PAR. 10. The acts and practices of respondents as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

Commissioner Owen recused and Commissioner Yao not participating.

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Complaint

EXHIBIT A

THE STEVEN PRESENT SEMINAR - AMERICA'S BEST - GUARANTEES YOU'LL...

STOP SMOKING

IN 2 1/2 HOURS!

NO WITHDRAWAL
NO WEIGHT GAIN
97% PROVEN SUCCESS RATE
10-YEAR WRITTEN GUARANTEE!

1 MILLION BREAKTHROUGHS!
top rated methods - according to Surgeon General's Report



STEVEN PRESENT, M.D.
ATTENDING SURGEON GENERAL'S SMOKING REPORT

SMOKING - QUICKLY, EASILY AND PERMANENTLY!

At last, a major breakthrough now makes it much easier to stop smoking. Steven Present's advanced system has been perfected over the past 10 years, with TOP RATED RESULTS. THE 1995 U.S. SURGEON GENERAL'S SMOKING REPORT.

After his seminar you won't even crave cigarettes - no matter how long or how much you've smoked. Imagine, talking on the phone, or driving your car - NEVER AGAIN HAVING THE URGE TO SMOKE! And with Steven Present's proven system, YOU WON'T EVEN GAIN A SINGLE POUND - GUARANTEED!

You won't experience withdrawal, or become irritable. With Steven Present's advanced system, hypnosis, everyone in the group will be hypnotized - without any sleep. You'll feel relaxed, alert, and in complete control. YOU WILL BECOME A NON-SMOKER - IN JUST ONE NIGHT!

Is it hard to believe that after just one night, after trying to quit so many times before, that the answer is just a few days away? Please join us and **are for yourself!** Even smokers with 30, 40, and 50 year habits will **crush** their cigarettes, and throw them away - FOR GOOD! 97% of those who attend, that's right, 97% WILL COMPLETELY STOP SMOKING BEFORE THE SEMINAR'S OVER! NOW, YOU TOO WILL BREAK FREE FROM CIGARETTES!

You'll also receive a written 10 - year guarantee. If you even think about lighting up within the next 10 years, you can return to the seminar - FOR FREE! And that's not all. If you like to lose weight, attend our weight loss seminar on the same evening, or at another time in the future - IT'S ABSOLUTELY FREE TO YOU!

LOSE WEIGHT - FREE!

If you would like to lose weight, attend our hypnosis seminar. You can lose weight without dieting, and finally keep it off! Steven Present's weight loss seminar is a proven, safe, and effective method. If you are attending only to lose weight, the fee for this guaranteed program is only \$39.95. If you stop smoking, you'll receive a \$50.00 discount. If you bring a group of friends, each of you will get a discount. REGISTER AT THE DOOR FROM 6:00 TO 7:00 PM!

BRING A GROUP OF FRIENDS. EACH OF YOU WILL GET A DISCOUNT. BRING THIS AD FOR A BONUS!

WED., JULY 17 - 7-9:30 pm
Dadeland Marriott Hotel
 9090 S. Dadeland Boulevard
 (S. Dixie Hwy. (US1) to Dadeland Blvd. turn north, to 1st traffic light, turn left)
 Register at the hotel door 6-7:00 p.m.

THURS., JULY 18 - 7-9:30 pm
Howard Johnson Hotel/Golden Glades
 16500 N.W. 2nd Avenue
 (I-95 or Fla. Turnpike to 826 East (to Baschets) turn right, 1st traffic light, turn right)
 Register at the hotel door 6-7:00 p.m.

SEMINAR FEE IS ONLY \$39.95
CASH CHECKS VISA & MASTERCARD ACCEPTED

The Present Seminars for Smoking Cessation and Weight Loss are held at the same time and place. Unpublished reproduction with result is legal in form.

BRING A GROUP OF FRIENDS. EACH OF YOU WILL GET A DISCOUNT. BRING THIS AD FOR A BONUS!

'CUT OUT & SAVE' - BRING AD FOR SPECIAL BONUS!

EXHIBIT B

THE PRESENT SEMINAR — FIRST IN RESULTS:

STOP SMOKING

**IN 2 1/2 HOURS — GUARANTEED!
OR DOUBLE YOUR MONEY BACK.**

**NO WITHDRAWAL
NO STRESS
NO WEIGHT GAIN**

\$2999 COMPLETE

**WEIGHT LOSS/STRESS REDUCTION INCLUDED FREE!
CUT OUT & SAVE! BRING AD FOR BONUS**

DO NOT MISS THIS CHANCE TO STOP SMOKING FOREVER. ATTEND STEVEN PRESENT'S GROUP HYPNOSIS SEMINAR.

Steven Present, M.S., D.H., is nationally known for his success in changing hard-core smokers into ex-smokers. After his seminar, 87% of his clients have either desired to smoke or know away their cigarettes and stop smoking. Now you can too.

During Steven Present's seminar, the proven system will be explained to you. If you are like the thousands of people around the country who attend his seminar, you too will stop smoking without withdrawal, stress, or weight gain. (IN JUST ONE NIGHT!)

If this sounds almost too good to be true, here's the proof. The 1988 U.S. SURGEON GENERAL'S SMOKING REPORT STATED THAT

GROUP HYPNOSIS IS ONE OF THE MOST EFFECTIVE WAYS TO STOP SMOKING. And in Steven Present's hypnosis, you will not be alone. You won't lose control. You will walk out feeling alert, clear and refreshed. **MOST IMPORTANT, YOU WILL WALK OUT A NON-SMOKER!**

When you attend this seminar, you will receive Steven Present's double guarantee. If you are not completely satisfied, he will refund double your money during the session on the spot. But that's not all — You also receive a lifetime guarantee. If you ever want further help, you can attend the seminar — **FOR FREE!**

Stop smoking over 3500 a year on cigarettes. For about the price of 2 weeks' worth of cigarettes, you will stop smoking. And at last, you can enjoy 24 hours a day of freedom. You can live your life as you wish. **Bring this ad to the seminar and you will receive a bonus!**

SEMINAR FEE IS ONLY \$29.99

BRING 15 MANY FRIENDS AS POSSIBLE EACH OF YOU WILL GET A DISCOUNT!

THE PRESENT SEMINAR

SOUTH MIAMI
WED., JAN. 30 • 7-9:30 pm
Dadeland Marriott Hotel
9090 S. Dadeland Boulevard
Register at the hotel door 6:30 p.m.

NORTH MIAMI
THURS., JAN. 31 • 7-9:30 pm
Howard Johnson/Golden Glades
16500 N.W. 2nd Avenue
Register at the hotel door 6:30 p.m.

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Complaint

EXHIBIT C

STOP SMOKING



STEVEN PRESENT, M.D.

Even if you've tried other methods... no matter how long you've been smoking or how many packs a day you smoke... with Steven Present's unique 2 1/2 hour hypnotic method... in just 2 1/2 hours you can succeed. Without withdrawal, anxiety, or weight gain.

START THE SEMINAR AT 7:00 PM - AND STOP SMOKING BY 9:30 PM

As powerful as this statement sounds, it's absolutely true. Steven Present is the founder of the largest stop smoking seminar program in the United States, developed over the past 12 years. His method has been used with over 1,500 smokers with your turn.

The key to his method is to put the power of hypnosis to work for you. You won't have to go through cold turkey withdrawal, or chew any bad tasting irritating nicotine gum. You won't gain any weight. You will become a non-smoker - in just one night!

YOU WON'T CRAVE CIGARETTES

Steven Present's method is different from other systems because it doesn't depend on willpower. Instead, it uses the power of hypnosis to eliminate your craving for cigarettes in every situation. It works in all the day to day situations that make you want to smoke, even when you are under stress.

45 specific hypnotic suggestions eliminate your craving for cigarettes at all times, including: Driving your car... after a meal... drinking coffee... talking on

FOR ONLY

\$39.99

Complete!

Bring this ad for your bonus worth \$20.00 - a gift for the Steven Present seminar. When you bring a group of 10 workers or friends, each of you will save money. The seminar fee is only \$39.99. Remember to bring a group to qualify for your group discount.

FREE BONUS WORTH \$70.00

TAGOMY FEE

MON. AUGUST 17 - 7:30 p.m.
Best Western Executive Inn
 1300 The Main Street, Suite 100, San Jose, CA 95128
 Register at the hotel door 6:30 p.m.

SEALAC

TUES. AUGUST 18 - 7:30 p.m.
The Red Lion - Seattle
 1015 1st Avenue, Suite 100, Seattle, WA 98101
 Register at the hotel door 6:30 p.m.

UNIVERSITY OF CALIFORNIA

WED. AUGUST 19 - 7:30 p.m.
University Plaza Hotel
 1234 1st Street, Suite 100, San Jose, CA 95128
 Register at the hotel door 6:30 p.m.

SEMINAR FEE IS UNPAID AND ACCEPTED

LOSE WEIGHT - FREE!

After past sessions of Steven Present's hypnosis, you can lose weight. And if you're not a smoker, you can lose weight. With Steven Present's hypnosis, you can lose weight without dieting by eliminating your desire for fattening foods and sweets.

YOU WILL BE AWAKE AND AWARE AT ALL TIMES

With Steven Present's hypnosis, everyone in the group will be hypnotized without any sleep. You'll be awake and in control at all times. After the seminar, you'll leave feeling alert and refreshed.

It is hard to believe that after years of smoking, after trying to quit so many times before, that the answer is just a few days away! Please join us and find out for yourself. You won't regret it. You'll be free of cigarettes and completely stop smoking before the seminar is over.

YOUR SUCCESS IS GUARANTEED - IN WRITING

We are so sure that you will become a non-smoker that we offer you the following written money back guarantee: If for any reason you are not completely satisfied with the seminar, you can return the seminar fee to the seminar office on the spot. No questions asked. You'll also receive a written 10 year guarantee. If you even think about lighting up within the next ten years, you may return to a Steven Present seminar - for free.

Seminar. You are attending only when you wish. After the seminar, you may return to a Steven Present seminar at any time. You may bring a group of friends. Each seminar is \$39.99. You may bring a group of 10 workers or friends. Each seminar is \$39.99. Remember to bring a group to qualify for your group discount. AT THE DOOR FROM 6:00 TO 7:00 PM

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the respondents named in the caption hereof, and the respondents having been furnished thereafter with a copy of a draft of complaint which the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondents with violation of the Federal Trade Commission Act; and

The respondents, their attorneys, and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondents of all the jurisdictional facts set forth in the aforesaid draft of complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondents that the law has been violated as alleged in such complaint, or that the facts as alleged in such complaint, other than jurisdictional facts, are true, and waivers and other provisions as required by the Commission's Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the respondents have violated the said Act, and that complaint should issue stating its charges in that respect, and having thereupon accepted the executed consent agreement and placed such an agreement on the public record for a period of sixty (60) days, and having duly considered the comments filed thereafter by interested persons pursuant to Section 2.34 of its Rules, now in further conformity with the procedure prescribed in Section 2.34 of its Rules, the Commission hereby issues its complaint, makes the following jurisdictional findings and enters the following order:

1. Respondent American Institute of Habit Control, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the state of Florida, with its offices and principal place of business at 9655 South Dixie Highway, Miami, Florida.

Respondent Steven Present is the sole officer, director and shareholder of the corporate respondent. He formulates, directs and controls the acts and practices of the corporate respondent, and his principal office and place of business is the same as that of the corporate respondent.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondent, and the proceeding is in the public interest.

ORDER

DEFINITION

For the purposes of this order, “*competent and reliable scientific evidence*” shall mean those tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that has been conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.

I.

It is ordered, That respondents American Institute of Habit Control, Inc., a corporation, its successors and assigns, and its officers, and Steven Present, individually and as an officer and director of said corporation, and respondents’ agents, representatives and employees, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, promotion, offering for sale, or sale of any smoking cessation program or weight loss program, including any such program that uses hypnosis, in or affecting commerce, as “commerce” is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

A. Representing, directly or by implication, that the U.S. Surgeon General, in the 1989 U.S. Surgeon General’s Report on Smoking, Reducing the Health Consequences of Smoking: 25 Years of Progress, states that the group hypnosis method used by respondents is one of the most effective ways to stop smoking.

B. Representing, directly or by implication, that ninety-seven percent of the participants who attend respondents’ stop smoking seminars permanently abstain from smoking after those seminars, unless such is the case.

C. Making any representation, directly or by implication, about the relative or absolute performance or efficacy of any smoking

cessation program or weight loss program, unless, at the time of making any such representation, respondents possess and rely upon competent and reliable scientific evidence substantiating the representation.

D. Misrepresenting, directly or by implication, the existence, contents, validity, results, conclusions, or interpretations of any test, study, survey or report.

E. Misrepresenting, directly or by implication, the performance or efficacy of any smoking cessation program or weight loss program.

II.

It is further ordered, That for three (3) years after the last date of dissemination of any representation covered by this order, respondents, or their successors and assigns, shall maintain and upon request make available to the Federal Trade Commission for inspection and copying:

A. All materials that were relied upon in disseminating such representation; and

B. All tests, reports, studies, surveys, demonstrations or other evidence in their possession or control that contradict, qualify, or call into question such representation, or the basis relied upon for such representation, including complaints from consumers.

III.

It is further ordered, That respondents shall notify the Commission at least thirty (30) days prior to the effective date of any proposed change in the corporate respondent such as dissolution, assignment, or sale resulting in the emergence of a successor corporation(s), the creation or dissolution of subsidiaries, or any other change in the corporation that may affect compliance obligations arising out of this order.

IV.

It is further ordered, That the individual respondent named herein shall promptly notify the Commission of the discontinuance of his

present business or of his affiliation with the corporate respondent. In addition, for a period of three (3) years from the date of service of this order, the respondent shall promptly notify the Commission of each affiliation with a new business or employment that involves a smoking cessation program or a weight loss program. Each such notice shall include the respondent's new business address and a statement of the nature of the business or employment in which the respondent is newly engaged as well as a description of the respondent's duties and responsibilities in connection with the business or employment. The expiration of the notice provision of this paragraph shall not affect any other obligation arising under this order.

V.

It is further ordered, That respondents shall distribute a copy of this order to each of their officers, agents, representatives, independent contractors and employees who are involved in the preparation and placement of advertisements or promotional materials; and, for a period of three (3) years from the date of entry of this order, distribute same to all future such officers, agents, representatives, independent contractors and employees.

VI.

It is further ordered, That respondents shall, within sixty (60) days after the date of service of this order, file with the Commission a report, in writing, setting forth in detail the manner and form in which they have complied with this order.

Commissioner Owen recused and Commissioner Yao not participating.

IN THE MATTER OF

KIWI BRANDS INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
SEC. 7 OF THE CLAYTON ACT AND SEC. 5 OF
THE FEDERAL TRADE COMMISSION ACT

Docket C-3523. Complaint, Aug. 24, 1994--Decision, Aug. 24, 1994

This consent order requires, among other things, Kiwi Brands Inc., a subsidiary of Sara Lee Corporation, to divest its Esquire and Griffin brands of shoe care products and related assets: to Hickory Industries, within one month of the date the order becomes final; or to a Commission approved acquirer, within twelve months of the date the order becomes final. If the sale is not accomplished within the specified time, the Commission would be entitled to appoint a trustee to sell the assets to a Commission approved acquirer in a manner approved by the Commission. In addition, for a period of ten years, the respondents are required to obtain prior Commission approval before acquiring any stocks or assets of any entity engaged in chemical shoe care products.

Appearances

For the Commission: *Howard Morse* and *Naomi Licker*.

For the respondents: *Louis Keilor* and *Gary Senner*, *Sonnen-schein, Math & Rosenthal*, Chicago, IL.

COMPLAINT

The Federal Trade Commission ("Commission"), having reason to believe that respondent, Kiwi Brands Inc., a subsidiary of respondent Sara Lee Corporation, and Sara Lee Corporation have acquired assets of Knomark, Inc., a wholly-owned subsidiary of Papercraft Corporation, and assets of Reckitt & Colman plc in violation of Section 7 of the Clayton Act, as amended, 15 U.S.C. 18, and Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. 45; and it appearing to the Commission that a proceeding in respect thereof would be in the public interest, hereby issues its complaint, stating its charges as follows: