

PUBLIC SUBMISSION

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Docket: FDA-2012-N-0892

Agency Information Collection Activities; Proposed Collection; Comment Request; Communicating Composite Scores in Direct-to-Consumer (DTC) Advertising

Comment On: FDA-2012-N-0892-0001

Agency Information Collection Activities; Proposals, Submissions, and Approvals: Communicating Composite Scores in Direct-to-Consumer Advertising

Document: FDA-2012-N-0892-DRAFT-0001

Randy J Ray - Comment

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General Comment

Printing graphic warnings may be fine and actually do some good but what you do to one you have to do to all. Does alcoholic beverages have graphic warnings on its packaging of a horrific car crash caused from the product? Does sugar packed food have graphic warnings printed on its packaging showing what diabetes can do to your extremities? I could go on but I am sure you have the picture. You will open yourself up to multiple lawsuits if you discriminate. Again, what is done to one has to be done to all.