Analysis to Aid Public Comment describes the terms of the two consent agreements, and the allegations in the accompanying complaints. Electronic copies of the full text of the consent agreement packages can be obtained from the Commission Actions section of the FTC Home Page (for December 5, 1996), on the World Wide Web, at ''http://www.ftc.gov/os/actions/htm.'' Paper copies can be obtained from the FTC Public Reference Room, Room H–130, Sixth Street and Pennsylvania Avenue, NW., Washington, DC 20580, either in person or by calling (202) 326–3627. Public comment is invited. Such comments or views will be considered by the Commission and will be available for inspection and copying at its principal office in accordance with § 4.9(b)(6)(ii) of the Commission's rules of practice (16 CFR 4.9(b)(6)(ii)).

Analysis of Proposed Consent Order To Aid Public Comment

The Federal Trade Commission has accepted, subject to final approval, agreements to a proposed consent order from Natural Innovations, Inc. (''Natural Innovations'') and its officer and director, Ohio chiropractor William S. Gandee (''Dr. Gandee''), and a proposed consent from World Media T.V., Inc. (''World Media'') (collectively ''respondents'').

The proposed consent orders have been placed on the public record for sixty (60) days for reception of comments by interested persons. Comments received during this period will become part of the public record. After sixty (60) days, the Commission will again review the agreements and the comments received and will decide whether it should withdraw from the agreements or make final the agreements' proposed orders.

The Commission's complaint against respondents Natural Innovations and Dr. Gandee alleges that they deceptively advertising the Stimulator, a purported pain relief device, primarily through an infomercial entitled ''Saying No To Pain.'' The Stimulator is a syringe-shaped device that purports to relieve pain by emitting an electrical spark when applied to the skin. The complaint against World Media TV alleges that it served as an advertising agency, production company, and media buyer for Natural Innovations, Inc., and participated in the creation and dissemination of advertisements for the Stimulator.

The complaints further allege that respondents made unsubstantiated representations that the Stimulator will significantly relieve or eliminate a wide variety of pain, including musculoskeletal pain, carpal tunnel syndrome, abdominal pain, pain caused by allergies and sinus conditions, diverticulosis, menstrual cramps, and headaches, including but not limited to occipital, frontal, migraine, cluster, and stress headaches, and headaches caused by benign tumors.

The complaints also allege that respondents represented without substantiation that pain relief from the device is immediate; that the device provides long-term relief; and that the device is as effective as, or more effective than, prescription and over-the-counter medications, physical therapy, chiropractic treatment, acupuncture, acupressure, and reflexology.

The proposed consent orders contain provisions designed to remedy the violations charged and to prevent respondents from engaging in similar acts and practices in the future. Part I of both orders requires respondents to possess well-controlled clinical testing to support any claim that a device relieves or eliminates pain, relieves pain immediately, or is as effective as or better than over-the-counter pain medication or physical treatments. For representations that a device is effective for temporary relief of minor aches and pains due to fatigue or overexertion, easing and relaxing tired muscles, or temporary increase of local blood circulation, Part I requires that respondents possess competent and reliable scientific evidence.

Part II requires respondents to possess competent and reliable scientific evidence for any claims about the health or medical benefits of any product.

Part III of both orders forbids respondents from representing that an endorsement represents the typical experience of users of the product unless respondents possess competent and reliable scientific evidence substantiating that representation or they disclose clearly and prominently either the results that consumers can generally expect or that consumers should not expect to achieve results similar to the endorsers.

Part IV allows respondents to make representations for any drug that are permitted in labeling for that drug under any tentative or final FDA standard or under any FDA-approved new drug application.

Parts V through VIII and X of the Natural Innovations Order and Parts V through VII and IX of the World Media Order relate to respondents' obligations to make available to the Commission materials substantiating claims covered by the order; to notify the Commission of changes in Natural Innovation's or World Media's corporate structure; to notify the Commission of changes in Dr. Gandee's employment or business affiliations; to provide copies of the orders to certain Natural Innovations and World Media personnel; and to file compliance reports with the Commission. Part IX of the Natural Innovations Order and Part VIII of the World Media Order provide that the orders will terminate after twenty years under certain circumstances.

The purpose of this analysis is to facilitate public comment on the proposed orders, and it is not intended to constitute an official interpretation of the agreements and proposed orders or to modify in any way their terms.

Donald S. Clark,

Secretary.

[FR Doc. 96–31805 Filed 12–13–96; 8:45 am]

BILLING CODE 6750–01–P

[File No. 952–3357]

Premier Products, Inc.; T.V. Products, Inc.; T.V.P. Corporation; Michael Sander; Issie Kroll; Analysis to Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposed consent agreement.

SUMMARY: In settlement of alleged violations of federal law prohibiting unfair or deceptive acts or practices and unfair methods of competition, this consent agreement, accepted subject to final Commission approval, would prohibit, among other things, the Florham Park, New Jersey-based company from misrepresenting, with respect to any product involving the storage or preparation of food, the risk of buildup of harmful or unsafe levels of bacteria on food items defrosted, thawed, prepared, or stored using the product; the amount of time it may take to defrost, thaw, or prepare food items using the product; the process by which the product achieves any claimed defrosting, thawing, or preparation times; or the existence, contents, validity, results, conclusions, or interpretations of any test, study, or research. The agreement settles allegations stemming from advertisements for Premier's ''Miracle Thaw'' food thawing tray.

DATES: Comments must be received on or before February 14, 1997.

ADDRESSES: Comments should be directed to: FTC/Office of the Secretary, Room 159, 6th St. and Pa. Ave., NW., Washington, DC 20580.

FOR FURTHER INFORMATION CONTACT:

Phoebe D. Morse, Federal Trade Commission, Boston Regional Office, 101 Merrimac Street, Suite 810, Boston, MA 02114–4719 (617) 424–5960

John T. Dugan, Federal Trade Commission, Boston Regional Office, 101 Merrimac Street, Suite 810, Boston, MA 02114–4719 (617) 424–5960

SUPPLEMENTARY INFORMATION: Pursuant to section 6(f) of the Federal Trade Commission Act, 38 Stat. 721, 15 U.S.C. 46, and § 2.34 of the Commission's rules of practice (16 CFR 2.34), notice is hereby given that the above-captioned consent agreement containing a consent order to cease and desist, having been filed with and accepted, subject to final approval, by the Commission, has been placed on the public record for a period of sixty (60) days. The following Analysis to Aid Public Comment describes the terms of the consent agreement, and the allegations in the accompanying complaint. An electronic copy of the full text of the consent agreement package can be obtained from the Commission Actions section of the FTC Home Page (for December 9, 1996), on the World Wide Web, at ''http://www.ftc.gov/os/actions/htm.'' A paper copy can be obtained from the FTC Public Reference Room, Room H–130, Sixth Street and Pennsylvania Avenue, NW., Washington, DC 20580, either in person or by calling (202) 326–3627. Public comment is invited. Such comments or views will be considered by the Commission and will be available for inspection and copying at its principal office in accordance with § 4.9(b)(6)(ii) of the Commission's rules of practice (16 CFR 4.9(b)(6)(ii)).

Analysis of Proposed Consent Order To Aid Public Comment

The Federal Trade Commission has accepted an agreement to a proposed consent order from Premier Products, Inc., T.V. Products, Inc., T.V.P. Corporation, Michael Sander, and Issie Kroll. The proposed respondents are marketers of a food thawing tray known as ''Miracle Thaw.''

The proposed consent order has been placed on the public record for sixty (60) days for reception of comments by interested persons. Comments received during this period will become part of the public record. After sixty (60) days, the Commission will again review the agreement and the comments received and will decide whether it should withdraw from the agreement and take other appropriate action or make final the agreement's proposed order.

The Commission's complaint charges that the proposed respondents made the following false and unsubstantiated representations about Miracle Thaw: (1) Laboratory testing proves that food items defrosted or thawed on Miracle Thaw will not develop harmful or unsafe levels of bacteria; (2) there is no risk of buildup of harmful or unsafe levels of bacteria on perishable frozen food items defrosted or thawed on Miracle Thaw; (3) Miracle Thaw will defrost or thaw particular frozen food items within specific time periods; and (4) Miracle Thaw achieves the accelerated defrosting or thawing depicted in advertisements because it is a superconductive metal tray that transfers heat energy from the air into frozen food items, thereby speeding up the natural defrosting or thawing process. The complaint further charges that the proposed respondents represented that Miracle Thaw is effective, useful, or appropriate for defrosting or thawing frozen food items, but failed to disclose that defrosting or thawing perishable food on Miracle Thaw may pose a risk of buildup of harmful or unsafe bacteria on the food.

The proposed consent order contains provisions designed to remedy the violations charged and to prevent proposed respondents from engaging in similar acts in the future.

Part I of the proposed order, in connection with any product involving the preparation or storage of food, prohibits the proposed respondents from misrepresenting: (1) The existence, contents, validity, results, conclusions or interpretations of any test, study, or research; (2) the risk of buildup of harmful or unsafe levels of bacteria on food items defrosted, thawed, prepared, or stored using such product; (3) the amount of time it may take to defrost, thaw, or prepare food items using such product; or (4) the process by which such product achieves any claimed defrosting, thawing, or preparation times. Part II, in connection with any product for use in the preparation or storage of food, prohibits any representation about the benefits, performance, efficacy, or safety of such product, unless proposed respondents possess and rely upon competent and reliable evidence, which when appropriate must be competent and reliable scientific evidence, that substantiates the representation.

Part III of the proposed order, in connection with Miracle Thaw or any substantially similar product, prohibits any representation about the effectiveness, usefulness, or appropriateness of such product for defrosting or thawing frozen food items, unless proposed respondents also make certain specified disclosures in advertisements, on product packages, and in product inserts warning of the potential risk of harmful or unsafe bacteria buildup associated with use of the product.

The proposed order (Part IV) contains record keeping requirements for materials that substantiate, qualify, or contradict covered claims and requires the proposed respondents to keep and maintain all advertisements and promotional materials containing any representation covered by the proposed order. In addition, the proposed order (Part V) requires distribution of a copy of the consent decree to past, present, and future purchasers for resale (such as wholesalers or retailers) and licensees of Miracle Thaw or any substantially similar product. Part V also requires that the proposed respondents provide warnings to and eventually terminate their business relationship with a purchaser for resale or licensee about whom the proposed respondents receive evidence that such purchaser for resale or licensee is making claims prohibited by the order or failing to disclose information required by the order. Further, the proposed order (Part VI) requires distribution of a copy of the consent decree to current and future officers and agents.

Part VII provides for Commission notification upon a change in the corporate respondents and Commission notification when each of the individual respondents changes his present business or employment (Part VIII). The proposed order also requires the filing of compliance report(s) (Part IX). Finally, Part X provides for the termination of the order after twenty years under certain circumstances.

The purpose of this analysis is to facilitate public comment on the proposed order, and it is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

Donald S. Clark,

Secretary.

[FR Doc. 96–31801 Filed 12–13–96; 8:45 am]

BILLING CODE 6750–01–P

[File No. 951–0130]

SoftSearch Holdings, Inc.; GeoQuest International Holdings, Inc.; Analysis To Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposed consent agreement.

SUMMARY: In settlement of alleged violations of federal law prohibiting