

connection with the advertising of Eggland's Best eggs. According to the complaint, Ayer represented, without adequate substantiation, that eating Eggland's Best eggs (1) will not increase serum cholesterol, and (2) will not increase serum cholesterol as much as eating ordinary eggs. The complaint also alleges that Ayer falsely represented that (1) clinical studies have proven that adding twelve Eggland's Best eggs per week to a low-fat diet does not increase serum cholesterol, (2) Eggland's Best eggs are low in saturated fat, and (3) Eggland's Best eggs are lower in saturated fat than ordinary eggs.

Finally, the complaint alleges that Ayer knew or should have known that these claims were false and misleading.

The consent order contains provisions designed to remedy the violations charged and to prevent Ayer from engaging in similar deceptive and unfair acts and practices in the future.

Part I of the order prohibits Ayer from misrepresenting the absolute or comparative amount of cholesterol, total fat, saturated fat, or any other fatty acid in eggs, or any meat, dairy, or poultry product ("covered food product"). Part I also requires that any representation covered by that Part that conveys a nutrient content claim defined for labeling by any regulation of the Food and Drug Administration ("FDA") or United States Department of Agriculture ("USDA") must comply with the qualifying amount set forth in that regulation.

Part II of the order prohibits Ayer from making any representation about the absolute or comparative effect of any covered food product or serum cholesterol unless it possesses and relies upon competent and reliable scientific evidence substantiating the representation at the time it is made.

Part III of the order prohibits Ayer from making any representation about the absolute or comparative health benefits of the covered food product unless it possesses and relies upon competent and reliable scientific evidence substantiating the representation at the time it is made.

Part IV of the order prohibits Ayer from misrepresenting the existence, contents, validity, results, conclusions or interpretations of any test or study.

Part V of the order provides that representations that would be specifically permitted in food labeling, under certain regulations issued by the FDA or USDA are not prohibited.

Part VI of the order requires Ayer to maintain copies of all materials relied upon in making any representation covered by the order for five years.

Part VII of the order requires Ayer to distribute copies of the order to its operating divisions and to various officers, agents and representatives of Ayer.

Part VIII of the order requires Ayer to notify the Commission of any changes in corporate structure that might affect compliance with the order.

Part IX of the order requires Ayer to file with the Commission one or more reports detailing compliance with the order.

Part X of the order is a "sunset" provision, stating that the order will terminate twenty years from the date it is issued unless a complaint is filed in federal court, by either the United States or the FTC, alleging any violation of the order.

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 any of their terms.

Donald S. Clark,

Secretary.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Health Care Financing Administration

Agency Information Collection Activities: Submission for OMB Review; Comment Request

AGENCY: Health Care Financing Administration, HHs.

In compliance with the Paperwork Reduction Act (44 U.S.C. 3501 et seq.), this notice announces that the Information Collection Requirement abstracted below has been submitted to the Office of Management and budget (OMB) for review and comment. Interested persons are invited to send comments regarding the burden estimate or any other aspect of this collection of information, including any of the following subjects: (1) The necessity and utility of the proposed information collection for the proper performance of the agency's functions; (2) the accuracy of the estimated burden; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

Type of Information Collection Request: Reinstatement, with change, of a previously approved collection for

which approval has expired; *Title of Information Collection:* Medicare Uniform Institutional Provider Bill; *Form No.:* HCFA-1450; *Use:* Medicare reimbursement of claims. This form is the standardized form used in the Medicare/Medicaid program to apply for reimbursement for covered services by all providers that accept Medicare/Medicaid assigned claims. It will reduce cost and administrative burdens associated with claims since only one coding system is used and maintained. *Frequency:* On occasion; *Affected Public:* Business or other for-profit, not-for-profit institutions, Federal Government, and State, local or tribal government; *Number of Respondents:* 123,432,041; *Total Annual Hours Requested:* 1,890,490.

To request copies of the proposed paperwork collections referenced above, E-mail your request, including your address, to Paperwork@hcfa.gov, or call the Reports Clearance Office on (410) 786-1326. Written comments and recommendations for the proposed information collections should be sent within 30 days of this notice directly to the OMB Desk Officer designated at the following address: OMB Human Resources and Housing Branch, Attention: Allison Eydt, New Executive Office Building, Room 10235, Washington, D.C. 20503.

Dated: March 14, 1996.

Kathleen B. Larson,

Director, Management Planning and Analysis Staff, Office of Financial and Human Resources, Health Care Financing Administration.

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National Institutes of Health

Proposed Data Collection Available for Public Comment and Recommendations

Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 requires that Federal agencies provide a 60-day notice in the Federal Register concerning each proposed collection of information. The National Institute of Dental Research (NIDR) of the National Institutes of Health is publishing this notice to solicit public comment on a proposed data collection: 1996-1997 National Survey of the Oral Health of U.S. School Children (OHSC III).

Comments are invited on: (a) The need for the information (b) its practical utility, (c) the accuracy of the agency's burden estimate, and (d) ways to minimize burden on respondents. Send comments to Dr. Thomas F. Drury,