



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

July 19, 2013

Via E-mail

Mr. David Wolfson  
Chief Financial Officer  
Be Active Holdings, Inc.  
220 West 30<sup>th</sup> Street, 2nd Floor  
New York, New York 10001

**Re: Be Active Holdings, Inc.  
Form 8-K  
Filed January 15, 2013, as amended  
File No. 333-174435**

Dear Mr. Wolfson:

We have completed our review of your filings. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filings and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filings to be certain that the filings include the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ A.N. Parker *for*

H. Roger Schwall  
Assistant Director