



MyPillow, Inc.'s Unsubstantiated Health Claims and Deceptive Marketing

Laura Smith <lsmith@truthinadvertising.org>

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To: [REDACTED]@mypillow.com

Mike,

I tried returning your call earlier but was unable to reach you. I see that you've made more progress in removing MyPillow's unsubstantiated health claims by removing the Benefits tab on the home page, as well as removing the website's links to the Benefits landing page, the individual Benefits pages, and the individual Testimonials pages devoted to each health condition the website originally listed.

That said, all of those webpages are still active and readily available simply by Googling "MyPillow" and any of the health conditions you previously had listed. For example, a Google search for "MyPillow and fibromyalgia" pulls up the URLs that still contain the deceptive and unsubstantiated claims. The same is true for all the other health conditions that were previously listed on the website. All of those pages need to be deleted, not just disconnected from the MyPillow homepage, to ensure that consumers will not be relying on deceptive information in making their purchasing decisions.

In addition, the [Testimonials page](#) still contains a few customer testimonials that make health claims (e.g., anxiety disorder, headaches).

Finally, as you know and as we've discussed, MyPillow's unsubstantiated health claims are not limited to its website, but also appear in some of its commercials and throughout its social media pages (e.g., Facebook, YouTube, Twitter). Those mediums need to be addressed and cleaned up as well.

Please let me know when we can expect to see these changes complete.

Sincerely,

Laura Smith

Legal Director

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