

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

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To: @mypillow.com

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Mike.

As we discussed earlier today, below and attached is a sampling of what our investigation team is still seeing as of today on the Internet in the way of deceptive and unsubstantiated health claims made either directly or indirectly by MyPillow. As you know, these claims, as well as any other unsubstantiated health claims made or endorsed by MyPillow, need to be removed from the Internet as soon as possible. We will continue to monitor. Please inform me as soon as you can when everything is down as time is of the essence.

### (1) My Pillow Website (see attached PDFs with highlights)

#### (2) Facebook (claims are made either in the posts or in the comments):

- https://www.facebook.com/MyPillow/posts/651283114900251
- https://www.facebook.com/MyPillow/posts/610128212349075
- https://www.facebook.com/MyPillow/posts/783856741642887
- https://www.facebook.com/MvPillow/posts/626128934082336
- https://www.facebook.com/MyPillow/posts/609874105707819
- https://www.facebook.com/MyPillow/posts/545416698820227
- https://www.facebook.com/MyPillow/posts/843837918978102
- https://www.facebook.com/MyPillow/posts/596717527023477
- https://www.facebook.com/MyPillow/posts/605327129495850
- https://www.facebook.com/MyPillow/photos/a.418323308196234.111510.148377421857492/ 885447878150439/?type=3
- https://www.facebook.com/MyPillow/posts/772336526128242
- https://www.facebook.com/MyPillow/posts/529738667054697
- https://www.facebook.com/MyPillow/photos/a.418323308196234.111510.148377421857492/ 814713581890536/?tvpe=3
- https://www.facebook.com/MyPillow/posts/459731014055463
- https://www.facebook.com/MyPillow/photos/a.218093571552543.69300.148377421857492/ 1206919439336613/?type=3
- https://www.facebook.com/MyPillow/posts/779607538734474
- https://www.facebook.com/MyPillow/posts/592969434064953
- https://www.facebook.com/MyPillow/posts/351478774880688
- https://www.facebook.com/MyPillow/posts/593644893997407
- https://www.facebook.com/MyPillow/posts/481737055188192
- https://www.facebook.com/MyPillow/posts/766101903418371
- https://www.facebook.com/MyPillow/posts/176101872447267
  https://www.facebook.com/MvPillow/posts/615135455181684
- https://www.facebook.com/MyPillow/posts/605375126157717
- https://www.facebook.com/MyPillow/posts/617004081661488
- https://www.facebook.com/MyPillow/photos/a.209807512381149.60707.148377421857492/
- https://www.facebook.com/MyPillow/posts/458507400844491

209807525714481/?type=3

https://www.facebook.com/MyPillow/reviews/?ref=page\_internal (health claims scattered throughout)

### (3) Twitter:

- https://twitter.com/RightWingVet/status/679313757579837440
- https://twitter.com/CarrieJ\_47/status/645082507222908928

- https://twitter.com/jmisgen/status/612283733874380800
- https://twitter.com/cherryhoffner/status/310054490252394497
- https://twitter.com/MyPillowUSA/status/342259142938996736
- https://twitter.com/MyPillowUSA/status/328145323346259970
- https://twitter.com/MyPillowUSA/status/327235768798027777

## (4) Youtube:

- https://www.youtube.com/watch?v=uwyA-xs1y2E
- https://www.youtube.com/watch?v=4j-JRFaEmEs
- https://www.youtube.com/watch?v=7VGmcly7ev8
- https://www.youtube.com/watch?v=oQPLt-VQ4P4
- https://www.youtube.com/watch?v=3trqNAXhwGg
- https://www.youtube.com/watch?v=PqiRfzGQYBs
- https://www.youtube.com/watch?v=co4a HMTXFk
- https://www.youtube.com/watch?v=A9Cpc2R0Bqw

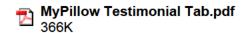
#### Sincerely,

### **Laura Smith**

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#### 2 attachments



MyPillow Latest Testimonials 2:16.pdf 6499K