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## Re: SevenPoint2 Statement

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Laura Smith <lsmith@truthinadvertising.org>

Mon, May 2, 2016 at 10:21 PM

To: [REDACTED]

Kevin,

Thank you for your April 28th email on behalf of SevenPoint2, which Fran forwarded to me.

SevenPoint2's statement that it takes aggressive measures to prevent inappropriate claims is belied by the multitude of unsubstantiated health claims that have been on the world wide web for years. Simply by Googling "SevenPoint2" and any of numerous health conditions, or by browsing social media posts that refer to SevenPoint2 or its products, the company easily would have found a multitude of inappropriate claims.

Further, as I am sure you are aware, it is neither a valid legal defense nor a legitimate excuse that distributor "enthusiasm" for the product is motivating them to violate truth in advertising laws. And it is an even more disturbing contention given the fact that Mr. Boreyko (and any company he exercises control over) are bound by an FTC Order, which specifically prohibits such health claims from being made.

As for the claims made by Mr. Boreyko and Dr. Cohn, please note that the health database on TINA.org is nothing more than a sampling and not an exhaustive list. We trust that all unsubstantiated health claims made about SevenPoint2 and its products will be removed immediately (and not just the ones that are documented on our website).

If you have any questions or need further information, please do not hesitate to contact me.

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