



June 11, 2013

VIA E-MAIL

Steve J. Bernas
President, Chief Executive Officer
BBB of Chicago & Northern Illinois
330 N. Wabash, Suite 2006
Chicago, IL 60611-7621
sbernas@chicago.bbb.org

Re: NourishLife, LLC's Alleged BBB Rating

Mr. Bernas:

I am writing to you to follow-up on our March 27, 2013 letter regarding the deceptive marketing practices used by NourishLife, LLC, a company that sells and markets a supplement targeted at children with speech delays. As it currently stands, the Better Business Bureau's website states that NourishLife has "No Rating" from the BBB. However, NourishLife's website – www.speechnutrients.com – continues to state that it is a BBB accredited business with an A+ rating. In fact, the alleged A+ rating from the BBB is listed at the bottom of every single page of the SpeechNutrients website, as seen below:



As we stated in the letter we sent to you in March, allowing NourishLife to tout a positive rating from the BBB gives consumers the impression that the company is honest and trustworthy, when, in reality, NourishLife has used and continues to use a number of deceptive marketing tactics to sell its children's supplement. See www.truthinadvertising.org/complaint-filed-against-nourishlife/ for further details.

We urge the BBB once again to do whatever is necessary to dispel the notion that the BBB fully supports NourishLife's business practices.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is cursive and fluid.

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

A handwritten signature in blue ink that reads "B. Patten". The signature is cursive and fluid.

Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.