



August 11, 2017

VIA EMAIL AND OVERNIGHT MAIL

Gwyneth Paltrow Martin, Founder and CEO
Goop Inc.
212 26th Street, Suite 206
Santa Monica, CA 90402

Goop Inc.
745 Fifth Avenue, Suite 500
New York, New York 10151
Attention: Legal
[REDACTED]

Re: Goop Inc.'s Deceptive Marketing

Dear Ms. Paltrow Martin:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We have found that your company, Goop, Inc., uses unsubstantiated, and therefore deceptive, health and disease-treatment claims to market many of its products.

Specifically, TINA.org has found numerous instances in which your company claims, either expressly or implicitly, that its products – or third-party products that it promotes – can treat, cure, prevent, or alleviate the symptoms of a number of ailments, including, for example:

- | | |
|---------------------|------------------|
| Infertility | Trauma |
| Inflammation | Arthritis |
| Insomnia | Uterine prolapse |
| Hormone imbalance | Eczema |
| Psoriasis | Acne |
| Fevers | Depression |
| Anxiety | Panic attacks |
| Migraines | Hypertension |
| Autoimmune diseases | Cancer |
| Nerve pain | Constipation |

Based on this information, we intend to notify government regulators that Goop is engaged in a deceptive marketing campaign unless, by August 18, 2017, you show us that you have taken action to remove the inappropriate health claims, put measures in place to ensure that there are no future misrepresentations, and made every effort to alert Goop customers of these issues.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive style with a large initial "L" and a period after "Smith".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
lsmith@truthinadvertising.org