



June 6, 2016

**VIA OVERNIGHT MAIL AND EMAIL**

Steve Tew, President and CEO  
4Life Research, LLC  
9850 South 300 West  
Sandy, UT 84070  
[REDACTED]

Re: Deceptive Marketing for 4Life Research Products

Dear Mr. Tew:

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, 4Life Research, LLC, and its distributors are engaged in a deceptive marketing campaign for 4Life products.

Specifically, 4Life distributors are making a multitude of unsubstantiated disease-treatment claims about the products, such as being able to treat, cure, or alleviate the symptoms of autism, Tourette syndrome, pneumonia, cancer, dengue, diabetes, ADD, Down syndrome, Epstein-Barr virus, epilepsy, HIV/AIDS, heart disease, influenza, leprosy, leukemia, lupus, meningitis, Parkinson's disease, and shingles. A sampling of these types of inappropriate health claims is available at <https://www.truthinadvertising.org/4life-health-claims-database/>.

Based on this information, we intend to notify the Federal Trade Commission that 4Life Research, through its distributors, is engaged in a deceptive marketing campaign unless, by **June 14, 2016**, you show us that 4Life Research has corrected the issues described above, taken steps to ensure that there are no future misrepresentations, and made every effort to alert 4Life customers of these issues.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive, flowing style.

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