



June 6, 2016

VIA OVERNIGHT MAIL AND EMAIL

Jeff Olson, Founder and CEO
Nerium International
4006 Belt Line Road
Addison, TX 75001
[REDACTED]

Re: Deceptive Marketing for Nerium International Opportunity and Products

Dear Mr. Olson:

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, Nerium International, and its distributors are engaged in a deceptive marketing campaign for the Nerium business opportunity and product lines.

Specifically, Nerium distributors are making a multitude of unsubstantiated disease-treatment claims about Nerium products, such as being able to treat, cure, or alleviate the symptoms of depression, post-traumatic stress disorder, Alzheimer's disease, Parkinson's disease, psoriasis, eczema, acne, and rosacea. A sampling of these types of inappropriate health claims is available at <https://www.truthinadvertising.org/nerium-health-claims-database/>.

TINA.org also found that Nerium and its distributors are using deceptive income claims regarding the financial gains consumers will achieve by becoming distributors. For example, Nerium advertises that its distributors can earn six-figure incomes and incomes that can put them in the top 5% of U.S. income earners. Not only are such results not typical, but the marketing claims that boast atypical results are made without clearly and conspicuously providing appropriate income disclosures. A sampling of these types of inappropriate income claims is available at <https://www.truthinadvertising.org/nerium-income-claims-database/>.

Based on this information, we intend to notify the Federal Trade Commission that Nerium International and its distributors are engaged in a deceptive marketing campaign unless, by **June 14, 2016**, you show us that you have corrected the issues described

above, taken steps to ensure that there are no future misrepresentations, and made every effort to alert Nerium 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.