



December 22, 2016

Laura Smith
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT. 06443

RE: Complaint Letter Dated November 22, 2016

Dear Ms. Smith:

Thank you for your letter dated November 22, 2016 and received December 7, 2016, alleging some thirty (30) posts on the internet contain impermissible health claims associated with AdvoCare products. AdvoCare takes all complaints brought to our attention very seriously, and we appreciate you bringing these posts to our attention. The following response with appendices address your concerns as follows:

1. Policies in Place
2. Enforcement of Policy
3. Enforcement with Respect to the Complaint

POLICIES IN PLACE

The Independent Distributors (hereinafter "Distributors") selling AdvoCare products are required to adhere to the AdvoCare Policies and Procedures. As a proud member of the Direct Selling Association, these procedures have been crafted to comport to the Association's Code of Ethics. The applicable AdvoCare Policies and Procedures may be found in Appendix 1, and the DSA Code of Ethics may be found at www.dsa.org/code-of-ethics (and in AP&P 7.4).

As a general rule Distributors must be truthful, ethical in representing AdvoCare products, and must comply with all state and federal laws (AP&P 7.3, 7.4, 7.5, 10.1 and 10.10). Distributors are given specific instruction with respect to the use of internet and social media to promote our products – (1) the content must be consistent with our Policies, and (2) that information must be kept current; the distributor is under a continuing obligation to remove non-compliant material (AP&P 10.5, 10.6). Finally, AdvoCare precludes the use of advertising which suggests our products cure, treat, mitigate or prevent disease or medical conditions (AP&P 10.9.1). Distributors failing to comply with their Distributor Agreement and Policies and Procedures are subject to disciplinary action against their distributorship. (AP&P 11.2).

ENFORCEMENT OF POLICIES

The Business Ethics Team (hereinafter "BET") is the department responsible for receiving and investigating complaints concerning allegations of distributor misconduct in violation of their agreement with AdvoCare (which incorporates the Policies and Procedures). BET utilizes Momentum Factor's FieldWatch system to scan the internet and social media sites to identify potential violations of the AdvoCare Policies and Procedures. In addition to the internet monitoring BET investigates each complaint and any information concerning potential violations. Information of this type originates from

AdvoCare Response – Page 2

various internal (IT, Customer Service, Will Call) and external (distributor, customer, DSA BBB, Regulatory Bodies, and third party complaints) sources.

BET will investigate each complaint, review all relevant internal documentation, conduct interviews as applicable, and communicate with any affected distributor(s). In the case of improper product claims, BET will (1) require the distributor to remove the non-compliant post, (2) educate the distributor on the applicable Policies & Procedures, (3) sanction the Distributor for the violation, taking into consideration the nature of the violation and any prior disciplinary history, and (4) document the action taken. When the initial inquiry originated with a third party (such as in the current instance) the third party is notified of the investigation results and actions taken by AdvoCare.

RESPONSE TO SPECIFIC COMPLAINT

A review of your website indicated thirty (30) posts attributable to AdvoCare. A BET investigator was assigned to review each post; conduct research to determine the origin of the post; determine if the originator was a current/former distributor; contact each originator (regardless of status) to remove the non-compliant material; sanction current distributors as applicable, and document the investigation.

The dates of the posts ranged from 2010 to June, 2016, and over 86% of the posts were made prior to 2015. Please find the summary below, with details for each posting found in Appendix 2:

##	Detail	App. 2 Item Ref. #
21	Current Distributors contacted and have removed the post.	1, 2, 3, 4, 6, 7, 9, 10, 13, 14, 16, 17, 20, 23, 24, 25, 26, 27, 28, 29, 30
01	Current Distributor had already removed the post.	18
01	Former Distributor is deceased.	22
01	Former Distributor contacted and has removed the post.	8
01	Current Customer contacted and has removed the post.	21
01	Current Distributor contacted but failed to correct.	19
02	Former Distributor has been contacted; no corrections to date (15 is a reposting of 5)	5, 15
02	Parties unknown to AdvoCare with insufficient information to identify	11, 12

CONCLUSION

The actions above are representative of the investigation conducted by AdvoCare with respect to each complaint received. We placed a hold on the remaining current distributorship (App. 2, Item 19) with outstanding issues and gave her until December 21st to remove the post and contact the Company. The distributor failed to do so and her distributorship has been terminated -- she will receive a cease and desist letter (a of the cease and desist form is attached as Appendix 3). The other former distributor we've contacted (Item 5, reposted on Item 15) will also be receiving a cease and desist letter. Similarly, if your organization has any information regarding the identity/location of the unknowns (Items 11, 12)

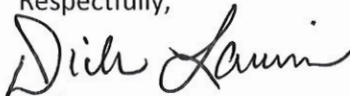
AdvoCare Response – Page 3

we would ask that you provide it so we may make further inquiries and attempt the removal of the non-compliant material; in the absence of additional information a cease and desist will be sent to the proxy company.

As we continue to keep the internet as free from impermissible product claims as possible, AdvoCare respectfully requests that you remove the twenty-four posts from your website where corrections have been made (and that of the deceased woman) -- Items 1, 2, 3, 4, 6, 7, 8, 9, 10, 13, 14, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29 and 30. If you do not have additional information concerning the identities of the unknown posters (Items 11, 12) we would ask you remove these as well. Once we have exhausted efforts on the remaining issues (Items 5, 15 and 19) we will contact you regarding their disposition.

Please contact the undersigned should you have any questions.

Respectfully,



Dick Laurin
Director Business Ethics
AdvoCare International, L.P.

RKL/jr
Attachments

CC: Jared Blum
Joseph Mariano

Appendix 1 – Applicable AdvoCare Policies and Procedures

7.3 Distributors Must Follow All Laws

Distributors are responsible for complying with all local, state and federal laws and regulations concerning the operation of a Distributorship, marketing and selling practices, and the distribution of Products. Distributors should familiarize themselves with the applicable federal, state and local laws that affect the operation of their Distributorships. AdvoCare shall not be liable for any conduct of Distributors contrary to such laws and regulations.

7.4 Truthful and Ethical Conduct

All statements made by Distributors regarding AdvoCare, the business opportunity, the Products, past earnings, or product results must be truthful, ethical, accurate and not misleading. Distributors shall always conduct their business in an ethical manner and in compliance with the Direct Selling Association's Code of Ethics (See www.dsa.org/code-of-ethics) and all applicable federal, state, and local laws and regulations.

7.5 Disruptive or Unethical Conduct

Distributors are prohibited from engaging in high-pressure selling or recruiting. Distributors must always conduct themselves in a courteous and considerate manner when representing AdvoCare. All presentations and communications regarding Products and the AdvoCare business opportunity must be complete and truthful, including but not limited to, instructions on the usage directions and precautions and product intended benefits included on the product label and any accompanying AdvoCare-published literature and presentation of the AdvoCare official Income Disclosure Statement and average income earned.

10.1 Distributor Advertising in General

Distributors, as independent contractors, are free to run their respective AdvoCare businesses however they see fit, including through various forms of advertising, so long as their business activities comply with all terms of these Policies and all federal, state, and local laws and regulations. Failure to follow this requirement may subject the Distributor to disciplinary action at the sole discretion of AdvoCare. AdvoCare shall not be liable for any actions of its Distributors in violation of this requirement and/or these Policies. What follows are general principles to help guide Distributors in the decisions they may make regarding advertising and promotion of the AdvoCare opportunity (for more resources on how to advertise and promote your AdvoCare business, login to your Distributor Website).

It is the obligation of each Distributor to ensure that all advertisement activities are truthful, not deceptive and do not mislead customers or potential Distributors in any way. Advertisements and marketing activities should be professional and appropriate. Any Distributor who engages in abusive language or inappropriate conduct that causes disruption to the normal business of AdvoCare or that of any Distributor, or that is injurious to the image or reputation of AdvoCare or that of any Distributor, may be subject to disciplinary action including suspension or termination at the sole discretion of AdvoCare.

Distributors must clearly identify themselves as an "AdvoCare Independent Distributor" in all advertisements, including but not limited to, social media posts and websites. Distributors may not under any circumstances represent themselves, either explicitly or implicitly, as an agent or employee of AdvoCare as a company. All advertisements and marketing, including telephone calls, websites, or emails, must not indicate or suggest that the recipient has reached the AdvoCare Corporate Office.

10.5 Internet Policy

In general, content or communications on the internet used to encourage, inform or influence customers about Products and the AdvoCare business opportunity must comply with all terms of the Policies, including this Chapter. It is the Distributor's obligation to ensure that all content they post on the internet is current and that any old content that is out of compliance with any terms of the Policies is immediately and permanently removed. Failure to comply with this policy may subject the Distributor to disciplinary action at the sole discretion of AdvoCare.

10.6 Social Media

Posts, communications or content shared on social media sites used to encourage, inform or influence customers about Products and the AdvoCare business opportunity must comply with all terms of the Policies, including this Chapter. Social media sites may include, but are not limited to, Facebook, Pinterest, Tumblr, Reddit, Instagram, Twitter, LinkedIn and YouTube.

If a Distributor is sharing content regarding AdvoCare on social media, whether in a personal profile or in a group, the Distributor must clearly identify themselves as an "AdvoCare Independent Distributor." The content shared should be professional and appropriate. Abusive language or inappropriate conduct that causes disruption to the normal business of AdvoCare or that of any Distributor, or conduct that is injurious to the image or reputation of AdvoCare or that of any Distributor, may subject the Distributor to disciplinary action.

10.9 Claims

10.9.1 Product Claims

When discussing or promoting Products, Distributors may make only those claims or representations found in current literature published by AdvoCare. Distributors may state that the Products are safe when used as directed on the product labels. Distributors may *not* state that any Product has been approved by the U.S. Food and Drug Administration ("FDA").

Product claims and statements suggesting that Products can be used to diagnose, treat, cure, or prevent any illness, disease or medical condition are prohibited by AdvoCare and by the laws and regulations of jurisdictions in which AdvoCare operates. Such statements shall be grounds for disciplinary action, including suspension or termination, at the sole discretion of AdvoCare.

Testimonials regarding AdvoCare Products must reflect typical results under the circumstances shown in the advertisement, or must disclose the generally expected performance in the circumstances shown in the advertisement. Under no circumstances shall a testimonial be used to make a claim not otherwise permitted with respect to the Product. If such testimonials are made on the internet or on social media, AdvoCare recommends providing a link directly to the current product and weight-loss disclaimer on the AdvoCare website.

Weight loss varies with individual effort, body composition, eating patterns and exercise. If an individual has a medical condition or is pregnant or nursing, AdvoCare recommends that the individual consult his or her healthcare professional before starting an AdvoCare Product regimen. Individuals should always read the product label before use.

10.10 Prohibited Forms of Advertising

In order to protect the AdvoCare brand and reputation, and in addition to the other restrictions and prohibitions on advertising contained in these Policies, Distributors are prohibited from advertising in the following manner:

- (1) Advertisements featuring minors using Products;
- (2) Advertisements placed on television, radio, in print with city-wide or larger circulation, within published news stories or articles, via unsolicited emails, on e-commerce sites, through personal or third party leads generation sites, in web applications ("Apps"), or sponsored links on websites and social media sites;
- (3) Any advertisement that is inappropriate or would otherwise negatively affect the public image or reputation of AdvoCare, in AdvoCare's sole discretion; or
- (4) Any advertisement that violates any law or regulation.

11.2 Forms of Disciplinary Action

The Policies are in place to protect AdvoCare and the business opportunity for all Distributors. Violations of the Policies are considered extremely serious and may subject a Distributor to disciplinary action, at the sole discretion of AdvoCare. AdvoCare may attempt to address a violation by counseling the Distributor; however, depending on the particular situation, more severe disciplinary measures may be required including, but not limited to, the following:

- (1) **Legal Hold**: a period of time in which a Distributor's account is frozen during an investigation of a possible Policy violation. During this time, the Distributor may not buy or order Products, sign up new Distributors or earn compensation through the Compensation Plan. AdvoCare agrees to investigate the violation within a reasonable amount of time and release the legal hold upon the determination that the Distributor's conduct is not subject to further disciplinary action. Withheld compensation that would have been earned by the Distributor during the legal hold period is forfeited and may be retained by AdvoCare while the Legal Hold is pending investigation unless and until the Distributor is found not at fault and then the compensation may be returned to the Distributor upon request;
- (2) **Warning**: issued to clarify the meaning and application of a specific Policy and advise that continued violation will result in further disciplinary action;
- (3) **Probation**: a defined period of time in which the Distributor is considered *not in good standing*, but may continue to conduct certain aspects of their Distributorship, unless otherwise communicated by AdvoCare, including buying Products, placing orders on his or her Distributor Website, earning compensation through the Compensation Plan and signing up new Distributors. However, while a Distributor is considered *not in good standing* he or she will not be eligible for certain Distributor privileges, including but not limited to earning incentives, participating in Leadership or Diamond and above events, receiving recognition for pin level advancement, or taking part in the Leads program. It is within the sole discretion of AdvoCare to restrict or allow certain Distributor rights and privileges within the probationary period;
- (4) **Suspension**: a defined period of time where, or until certain specified conditions are met, a Distributor is considered *not in good standing*. During a suspension the Distributor's account is frozen and all rights to conduct the AdvoCare business and participate in Distributor events, along with any eligibility for earning incentives and compensation are revoked. Withheld compensation that would have been earned by the Distributor during the suspension period is forfeited and may be retained by AdvoCare; or

- (5) **Termination**: the complete cancellation of a Distributor Agreement and revocation of the Distributor's rights, including the right to receive any further compensation whether accruing before or after the termination date. Upon termination, the Distributor must immediately cease to represent himself or herself as a Distributor.

AdvoCare reserves the right to take disciplinary action against a Distributor at any time, with or without prior notice, whenever it is determined to be the necessary and appropriate action. Upon disciplinary action, a Distributor's earnings and incentives may be forfeited at the sole discretion of AdvoCare. AdvoCare reserves the right to recoup damages and pursue legal action for violation of its Policies or its Distributor Agreement.

Notwithstanding the foregoing section, any probation, suspension or termination invoked by AdvoCare becomes effective on the date AdvoCare sends notice to the affected Distributor(s). The notice will be mailed and/or emailed to the Distributor's physical address and/or email of record with AdvoCare. Legal holds are the exception to this notification process as they are the most minor forms of disciplinary action, and will be effective immediately with or without notification.

Appendix 2 – Summary of Actions Taken on Complaint

TINA Websites Medical Claims Updated on 12/21/16

1.

Michelle Szuch ID # 03081160

Date of Post: March 2nd, 2012

Link: <https://www.facebook.com/michelle.szuch/posts/140462469409790>

Method of Contact: Field Watch (FW # 2016-11-00122)

Response: Dist. Complied, post was removed on 12/1/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

2.

Todd Archambeau & Jackie Horton ID #11103187

Date of Post: August 15th, 2012

Link: <https://www.facebook.com/JackieHortonAdvoCareDistributor/posts/44489765555294>

Method of Contact: Field Watch (FW # 2016-12-000010)

Response: Dist. Complied, post was removed 12/3/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

3.

Tammy Loftis ID #120337194

Date of Post: March 19th, 2013

Link:

<https://www.facebook.com/Fit4LifeWithAdvocare/posts/527445547267260?match=YWx6aGVpbWVy4oCZcw%3D%3D>

Method of Contact: Field Watch (FW # 2016-12-00002)

Response: Dist. Complied, post was removed 12/4/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

4.

Brittany Huffaker ID #160411139

Date of Post: June 4th, 2016

Link: <https://www.facebook.com/brittany.workman1/post/10153456111231707>

Method of Contact: Field Watch (FW # 2016-12-00005)

Response: Dist. Complied, post was removed 12/1/16 per distributor.

Warning/admonishment: Legal Claim on acct (MC1), first violation

5.

Greg Horton ID #150853154, Account is no longer active (purged 10/25/16)

Date of Post: December 23rd, 2015

Link: <https://twitter.com/swolepatrol15/status/679799938327302144>

Method of Contact: Field Watch (FW # 2016-12-00050). Spoke to Dist. on 12/13/16 and forwarded email to him again.

Response: Still waiting on distributor to respond

Warning/admonishment: N/A

Address:

6110 Cypress Drive

Rowlett, TX 75089, Email: [REDACTED]

6.

Mary & Jerry Eubanks ID #13042399

Date of Post: April 2nd, 2013

Link: <https://twitter.com/AdvoAlive/status/319310925041639424>

Method of Contact: Field Watch (FW # 2016-12-00011)

Response: Dist. Complied, post was removed 12/2/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

7.

James, Hoskins ID #141120417

Date of Post: June 2nd, 2015

Link: <https://www.facebook.com/groups/1010056809070016/permalink/1015807728494924/>

Method of Contact: Lisa already contacted distributor through Field Watch (FW # 2016-11-00035)

Response: Dist. Complied, post was removed 12/13/16 per distributor.

Warning/admonishment: Legal Claim on acct (MC1) per LGonzalez.

8.

Amanda Daniels ID #130347787, Account is no longer active (purged)

Date of Post: June 2nd, 2013

Link: couldn't locate link on Facebook

Method of Contact: Field Watch (FW # 2016-12-00094); called and left vm for distributor

Response: Dist. Complied, post was removed 12/20/16 per distributor

Warning/admonishment: N/A

9.

Debra Kwiat ID # 111017422

Date of Post: September 11th, 2012

Link:

<https://www.facebook.com/Advocare.DKwiat/posts/279171435525408?match=d3d3LmFkdm9jYXJlLnNvbSxhZHZvY2FyZQ%3D%3D>

Method of Contact: Field Watch (FW # 2016-12-00022)

Response: Dist. Complied, post was removed 12/13/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year.

10.

Brandi Barnhill ID # 130528584

Date of Post: July 31st, 2014

Link: https://www.truthinadvertising.org/wp-content/uploads/2016/07/Cancer2_Facebook-2.pdf

Method of Contact: Field Watch (FW # 2016-12-00023)

Response: Dist. Complied, post was removed 12/5/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

11.

Romney Mitt?????.....Couldn't Identify the individual in A2K. whois search shows registrants name as private. Address is 14747 N Northsight Blvd Suite 111 PMB 309 Scottsdale AZ 85260

Date of Post: November 26th, 2015

Link: <http://romneymakes.com/advocare-reviews/>

Method of Contact: N/A

Response: N/A

Warning/admonishment: N/A

12.

Kristi Taylor?????.....Couldn't Identify the individual in A2K (multiple distributors)

Date of Post: June 4th, 2013

Link: No link from TINA's website

Method of Contact: N/A

Response: N/A

Warning/admonishment: N/A

13.

Sean & Melissa Nix ID # 11121464

Date of Post: May 1st, 2013

Link: <https://www.facebook.com/sean.nix.12/posts/10200589172445141>

Method of Contact: Field Watch (FW # 2016-12-00024)

Response: Dist. Complied, post was removed 12/5/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

14.

John & Karin Slyker ID #08033801

Date of Post: March 3rd, 2013

Link: <https://sparkfit180.com/2013/03/03/the-science-behind-the-24-day-challenge/>

Method of Contact: Field Watch (FW # 2016-12-00026)

Response: Dist. Complied, post was removed 12/6/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

15.

MyID_Research ...Matt Poulton on Twitter????...Not a distributor (couldn't find a match in A2K)

Date of Post: Nov 19th, 2015

Link: https://twitter.com/myid_research/status/667540678834913280 (this is a retweet from Greg Horton). Once Greg Horton removes tweet, this could possibly break link

Method of Contact: N/A

Response: N/A

Warning/admonishment: N/A

16.

Rich Flower ID # 150237146

Date of Post: Feb 13th, 2015

Link: <https://twitter.com/RRich87/status/566437523548045313>

Method of Contact: Field Watch (FW # 2016-12-00031); Sent FB message.

Response: Dist. Complied, post was removed 12/13/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year.

17.

Dayna Fuller ID # 131120989

Date of Post: March 14th, 2012

Link: <https://www.facebook.com/dayna.fuller.1/posts/295109117226281>

Method of Contact: Field Watch (FW # 2016-12-00032); sent another follow up email on 12/13/16 to joef1068@gmail.com (found on spokeo.com), left vm on the number on file.

Response: Dist. Complied, post was removed 12/14/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year.

18.

Howard Hoffman ID # 140524935

Date of Post: October 5th, 2014

Link:

<https://www.facebook.com/photo.php?fbid=522452031219168&set=gm.1528005690745430&type=3....Hoffman>

Method of Contact: N/A (Post had already been taken down)

Response: N/A

Warning/admonishment: N/A

19.

Jessica Fuentes ID # 140722004

Date of Post: August 17th, 2014

Link: <https://mobile.twitter.com/jessiefuentes3/status/501220032199008256>

Method of Contact: Field Watch (FW # 2016-12-00066). Called and left Vm. Sent FB message on 12/13/16. Sent Follow up email on 12/20/16. (Dist. subject to termination if no response by end of business day 12/21/16); sent termination via email 12/22/16.

Response: Still waiting on distributor to respond

Warning/admonishment: Legal Claim on acct (PEV), post older than a year. Distributorship terminated 12/22/16.

Address:

2610 W DIVISION, 3RD FLOOR

Chicago, IL 60622

20.

Wendy & Michael Betot ID # 12092420

Date of Post: February 12th, 2013

Link: <https://twitter.com/MichaelBetot/status/301525121280131072>

Method of Contact: Field Watch (FW # 2016-12-00036)

Response: Dist. Complied, post was removed 12/6/16 per distributor.

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

21.

Von Perry???? (No positive match in A2K)

Date of Post: April 30th, 2015

Link: <https://www.facebook.com/von.perry.1/posts/10205300291000232>

Method of Contact: Sent FB on 12/13/16. Contacted daughter (Perry Leigh Audra; 150375451) via phone no response.

Response: Consumer Complied, post was removed 12/16/16 per daughter.

Warning/admonishment: N/A

22.

Carrie Tucker (Carra Tucker) ID 111210961; Account is no longer active (purged 3/01/13)

Date of Post: February 24th, 2012

Link: <https://www.facebook.com/cltucker2003/posts/116084975187724>

Facebook page is a remembrance of late Carrie Tucker

Method of Contact: Called and left Vm, Field Watch (FW # 2016-12-00094)

Response: Still waiting on spouse to respond

Warning/admonishment: N/A

Distributor is Deceased

23.

Tracie & Eric Thompson ID # 110712636

Date of Post: March 11th, 2014

Link: <http://advoenergy.blogspot.com/2014/03/omegaplex-super-nutrient.html>

Method of Contact: Field Watch (FW # 2016-12-00039)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

24.

Dee & Michael Leonhardi ID # 11101361

Date of Post: January 9th, 2012

Link: <https://www.facebook.com/LeonhardiMotorsports/posts/129921283792264?match=ZHIgb3o%3D>

Method of Contact: Field Watch (FW # 2016-12-00040)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

25.

Brian Riley ID # 08094357

Date of Post: February 10th, 2010

Link: <http://ezadvocare.blogspot.com/2010/02/advocare-announces-first-patent.html>

Method of Contact: Field Watch (FW # 2016-12-00041)

Response: Dist. Complied, post was removed 12/9/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

26.

Amanda Carey ID # 06082732

Date of Post: March 14th, 2013

Link: <https://tootallfritz.com/advocare-health-wellness-products/>

Method of Contact: Field Watch (FW # 2016-12-00038)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

27.

Lee McClinton ID # 160421644

Date of Post: April 2nd, 2012

Link: <https://mobile.twitter.com/rockerlee/status/187010926459895808>

Method of Contact: Field Watch (FW # 2016-12-00035)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

28.

Adrienne Grover ID # 11085714

Date of Post: October 11th, 2011

Link: <https://mobile.twitter.com/aRUTHYg/status/123485378878504960>

Method of Contact: Field Watch (FW # 2016-12-00034)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

29.

Lacey Gardner ID # 160845612

Date of Post: November 14th, 2013

Link:

<https://www.facebook.com/TheBusinessMatchmakerLaceyGardner/photos/a.574129459290372.1073741829.573894239313894/591908467512471/?type=3&theater>

Method of Contact: Field Watch (FW # 2016-12-00036)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: No claims, distributor was not active at the time of the post.

30.

Jeff Ritter ID # 01042679

Date of Post: February 22nd, 2012

Link: <https://www.facebook.com/jeffritter12?ref=ts&fref=ts>

Method of Contact: Field Watch (FW # 2016-12-00027)

Response: Dist. Complied, post was removed 12/6/16 per distributor

Warning/admonishment: Legal Claim on acct (PEV), post older than a year

Appendix 3 – Cease and Desist Letter

December 21, 2016

[Name and

Contact Info]

Re: Immediate Action Required—Removal of Your Internet Post Containing Incorrect Information

Dear [Name],

AdvoCare is reaching out to you because your past post about our products may expose you and AdvoCare to legal and regulatory sanctions. We respectfully request that you remove the post immediately.

AdvoCare was recently contacted by a consumer group called Truth In Advertising. This group is dedicated to insuring that consumers are provided with accurate information in product marketing. In their report, <https://www.truthinadvertising.org/advocare-health-claims-database/>, your post about your AdvoCare experience was provided as an example of an unsubstantiated health claim while marketing our products. The link to that post is: *[provide link here]*.

As you are aware, AdvoCare offers food and dietary supplements. Our products are not intended to diagnose, treat, cure, or prevent any disease or medical condition. The substantiated benefits of our products can be found on www.advocare.com.

Please respond back to this communication that you have removed this post. You may contact legal@advocare.com if you have any questions concerning this matter. Failure to remove the post and respond to this communication may result in further legal action taken in order to protect AdvoCare from liability.

Sincerely,

AdvoCare Legal Department