



February 16, 2017

**VIA OVERNIGHT MAIL**

Jared O. Blum  
DSA Code Administrator  
529 14<sup>th</sup> Street, NW, Suite 750  
Washington DC 20045

Regarding: Truth In Advertising, Inc. Code Complaint

Dear Mr. Blum:

This letter is written as an updated response to the complaint made to you by Truth In Advertising, Inc. which we received from you on December 11, 2016. Our initial response to you was dated December 19, 2016.

Upon receipt of your letter, we reviewed the complaint and noted that 37 separate instances were cited where claims about Arbonne products were being made on the internet. I can confirm for you now that we were able to contact all responsible persons, and all the identified postings were, to our knowledge, removed from the internet.

It is important to me to reiterate to you that Arbonne remains fully committed to abide by the DSA Code of Ethics, and to take appropriate action as warranted. In that spirit, please feel free to bring to our attention any claims that are problematic and may need follow-up; the easiest and fastest way to do this is to contact us at [BEST.Arbonne.com](http://BEST.Arbonne.com).

As always, we are happy to discuss this case over the phone with someone from the DSA and address any questions you may have.

Very truly yours,

Bernadette M. Chala, Sr. Vice President, Legal & Compliance  
Arbonne International LLC



ARBONNE.

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