



November 22, 2016

VIA REGULAR MAIL

Bilal Ruknudeen, CEO
New Earth
P.O. Box 609
Klamath Falls, OR 97601-0329

Re: New Earth's Deceptive and Illegal Health Claims

Dear M. Ruknudeen:

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.

As you may be aware, TINA.org recently investigated 62 MLM companies listed as Direct Selling Association members selling nutritional supplements. Our findings revealed that 60 companies (or 97%) have made or are making – either directly or through their distributors – claims that the companies' products can treat, cure, prevent, alleviate the symptoms of, or reduce the risk of developing diseases or disorders, in violation of the law. See *Is the DSA Ignoring Illegal Health Claims*, available at <https://www.truthinadvertising.org/dsa-ignoring-illegal-health-claims/>.

We found that New Earth is one of the 60 companies at issue. A database containing a small sampling of inappropriate health claims being made can be found here: <https://www.truthinadvertising.org/new-earth-health-claims-database/>.

I trust that your company will take immediate action to remove all unsubstantiated and illegal health claims being made, as well as ensure that no future misrepresentations are made.

If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith".

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator