Note: Below are copies of all 134 letters sent to DSA member companies (in alphabetical order) alerting them of TINA.org's findings in our income claims investigation.



VIA EMAIL

Danny Lee, President and CEO 4Life Research, LLC 9850 South 300 West Sandy, UT 84070

Re: Deceptive Marketing for 4Life Research Business Opportunity

Dear Mr. Lee:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that 4Life Research, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://truthinadvertising.org/4life-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Greg Provenzano, President ACN, Inc. 1000 Progress Place Concord, NC 28025

Re: Deceptive Marketing for ACN Business Opportunity

Dear Mr. Provenzano:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that ACN, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/acn-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Brian Connolly, CEO AdvoCare International, LP 2801 Summit Avenue Plano, TX 75074

Re: Deceptive Marketing for AdvoCare Business Opportunity

Dear Mr. Connolly:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that AdvoCare International, LP is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/advocare-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Carl C. Christoff, President and Chief Legal Officer Aerus, LLC and Vollara, LLC 4100 Alpha Road Suite 1100 Dallas, TX 75244

Re: Deceptive Marketing for Aerus and Vollara Business Opportunities

Dear Mr. Christoff:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Aerus, LLC and Vollara, LLC are two of the companies at issue. Databases containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/aerus-income-claims-database/</u> and <u>https://www.truthinadvertising.org/vollara-income-claims-database/</u>.</u>

I trust that your companies will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jere Thompson, CEO Ambit Energy 1801 North Lamar Street Suite 600 Dallas, TX 75202

Re: Deceptive Marketing for Ambit Energy Business Opportunity

Dear Mr. Thompson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Ambit Energy is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/ambit-energy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Michael Mohr, General Counsel Amway 7575 Fulton Street East Ada, MI 49355

Re: Deceptive Marketing for Amway Business Opportunity

Dear Mr. Mohr:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Amway is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/amway-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bernadette Chala, General Counsel Arbonne International, LLC 9400 Jeronimo Rd. Irvine, CA 92618

Re: Deceptive Marketing for Arbonne Business Opportunity

Dear Ms. Chala:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Arbonne International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/arbonne-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Nancy Traversy, CEO Barefoot Books 2067 Massachusetts Avenue Cambridge, MA 02140

Re: Deceptive Marketing for Barefoot Books Business Opportunity

Dear Ms. Traversy:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Barefoot Books is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/barefoot-books-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Theresa Bettencourt, Vice President of Operations Become International, Inc. P.O BOX 1299 Turlock, CA 95381

Re: Deceptive Marketing for Become Beauty Business Opportunity

Dear Ms. Bettencourt:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Become International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/become-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Eduardo Belmont, CEO Belcorp USA 5200 Blue Lagoon Drive Suite 620 Miami, FL 33126

Re: Deceptive Marketing for Belcorp Business Opportunity

Dear Mr. Belmont:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Belcorp USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/belcorp-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jean-Charles Boisset, Proprietor Boisset Collection 849 Zinfandel Lane St. Helena, CA 94574

Re: Deceptive Marketing for Boisset Collection Business Opportunity

Dear Mr. Boisset:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Boisset Collection is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/boisset-collection-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Richard R. Cappadona, President Carico International 2851 Cypress Creek Road Fort Lauderdale, FL 33309

Re: Deceptive Marketing for Carico Business Opportunity

Dear Mr. Cappadona:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Carico International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/carico-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Trevor Merrick, CEO Clever Container 800 Church Street Lake Zurich, IL 60047

Re: Deceptive Marketing for Clever Container Business Opportunity

Dear Mr. Merrick:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Clever Container is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/clever-container-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Kimball Shill, CEO Color By Amber 1785 S. 4130 W. Ste. K Salt Lake City, UT 84104

Re: Deceptive Marketing for Color By Amber Business Opportunity

Dear Mr. Shill:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Color By Amber is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/color-by-amber-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jill Felts, CEO Compelling Creations 2472 Jett Ferry Road Suite 400-142 Atlanta, GA 30338

Re: Deceptive Marketing for Compelling Creations Business Opportunity

Dear Ms. Felts:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Compelling Creations is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/compelling-creations-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bruce Goodman, CEO Albert DiLeonardo, CEO CUTCO/Vector Marketing Corporation 1116 East State Street PO Box 1228 Olean, NY 14760

Re: Deceptive Marketing for CUTCO Business Opportunity

Dear Mr. Goodman and Mr. DiLeonardo:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that CUTCO/Vector Marketing Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/cutco-vector-marketing-corporation-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bob Hipple, CEO Damsel in Defense 12336 W. Overland Rd Boise, ID 83709

Re: Deceptive Marketing for Damsel in Defense Business Opportunity

Dear Mr. Hipple:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Damsel in Defense is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/damsel-in-defense-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Ursula Dudley Oglesby, President Dudley Beauty Corp, LLC 1814 Eastchester Drive High Point, NC 27265

Re: Deceptive Marketing for Dudley Beauty Business Opportunity

Dear Ms. Oglesby:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Dudley Beauty Corp, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/dudley-beauty-corp-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Linda Choi, General Counsel Enagic USA, Inc. 4115 Spencer St Torrance, CA 90503

Re: Deceptive Marketing for Enagic Business Opportunity

Dear Ms. Choi:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Enagic USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/enagic-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Roland Förster, CEO Energetix GmbH & Co. KG Franz-Kirsten-Str.1 Bingen 55411 Germany

Re: Deceptive Marketing for Energetix Business Opportunity

Dear Mr. Förster:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Energetix GmbH & Co. KG is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/energetix-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Russ Hall, Founder and CEO Enzacta USA 1712 Pioneer Ave. Ste. 794 Cheyenne, WY 82001

Re: Deceptive Marketing for Enzacta Business Opportunity

Dear Mr. Hall:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Enzacta USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/enzacta-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Carrie Charlick, CEO Essential Bodywear 3160 Dallavo Court Commerce Township, MI 48390

Re: Deceptive Marketing for Essential Bodywear Business Opportunity

Dear Ms. Charlick:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Essential Bodywear is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/essential-bodywear-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jason Butler, CEO Fifth Avenue Collection, Inc. 12460 Crabapple Road Ste. 202 - 602 Alpharetta, GA 30004

Re: Deceptive Marketing for Fifth Avenue Collection Business Opportunity

Dear Mr. Butler:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Fifth Avenue Collection, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/fifth-avenue-collection-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

László Gaál, Founding President, CEO Flavon USA, LLC 1370 North US 1 Suite 206 Ormond Beach, FL 32174

Re: Deceptive Marketing for Flavon Business Opportunity

Dear Mr. Gaál:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Flavon USA, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/flavon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Rex Maughan, CEO Forever Living Products 7501 East McCormick Parkway Suite 135 South Scottsdale, AZ 85258

Re: Deceptive Marketing for Forever Living Business Opportunity

Dear Mr. Maughan:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Forever Living Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/forever-living-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Mr. Ooi Chin Aik, CEO Gano Excel USA, Inc. 4828 Fourth Street Irwindale, CA 91706

Re: Deceptive Marketing for Gano Excel Business Opportunity

Dear Mr. Ooi Chin Aik:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Gano Excel USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/gano-excel-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Michael Starr, CEO Global Domains International, Inc. 701 Palomar Airport Road #300 Carlsbad, CA 92011

Re: Deceptive Marketing for Global Domains Business Opportunity

Dear Mr. Starr:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Global Domains International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/global-domains-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

A.K. Khalil, CEO Gold Canyon International, LLC. 6205 South Arizona Avenue Chandler, AZ 85248

Re: Deceptive Marketing for Gold Canyon Business Opportunity

Dear Mr. Khalil:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Gold Canyon International, LLC. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/gold-canyon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Guillaume Leymonerie, Founder and President H2O at Home 2009 Renaissance Blvd Suite 100 King of Prussia, PA 19406

Re: Deceptive Marketing for H2O at Home Business Opportunity

Dear Mr. Leymonerie:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that H2O at Home is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/h2o-at-home-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Kazuyuki Nomoto, President Harmony Green America, Inc. 5821 East Harrison Avenue Harlingen, TX 78550

Re: Deceptive Marketing for Harmony Green America Business Opportunity

Dear Mr. Nomoto:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Harmony Green America, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/harmony-green-america-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Dan Duggan, CEO Health-Mor 13325 Darice Parkway Unit A Strongsville, OH 44149

Re: Deceptive Marketing for Health-Mor Business Opportunity

Dear Mr. Duggan:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Health-Mor is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/health-mor-income-claims-database/</u>

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Richard Werber, General Counsel Herbalife International of America, Inc. 800 West Olympic Boulevard Suite 406 Los Angeles, CA 90015

Re: Deceptive Marketing for Herbalife Business Opportunity

Dear Mr. Werber:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Herbalife International of America, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/herbalife-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Eric Pan, CEO HTE USA 25 South Service Rd Suite# 220 Jericho, NY 11753

Re: Deceptive Marketing for HTE USA Business Opportunity

Dear Mr. Pan:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that HTE USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/hte-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Erik Johnson, CEO HyCite Enterprises, LLC 333 Holtzman Road Madison, WI 53713

Re: Deceptive Marketing for HyCite Business Opportunity

Dear Mr. Johnson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that HyCite Enterprises, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/hy-cite-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Charles L. Orr, CEO Immunotec, Inc. 300 Joseph-Carrier Vaudreuil-Dorion, Quebec J7V 5V5 CANADA

Re: Deceptive Marketing for Immunotec Business Opportunity

Dear Mr. Orr:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Immunotec, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/immunotec-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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


VIA EMAIL

Nicholas Keuper, CEO India Hicks, Inc. 12301 Wilshire Boulevard Suite 405 Los Angeles, CA 90025

Re: Deceptive Marketing for India Hicks Business Opportunity

Dear Mr. Keuper:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that India Hicks, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/india-hicks-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Alicia Storbeck, Founder Jim Storbeck, Founder Beth Reeves, Co-Founder Initial Outfitters, Inc. 3325 Skyway Drive Auburn, AL 36830

Re: Deceptive Marketing for Initial Outfitters Business Opportunity

Dear Mr. Storbeck, Mrs. Storbeck, and Ms. Reeves:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Initial Outfitters, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/initial-outfitters-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Britney Vickery, Founder and CEO Initials, Inc. 583 Grant Street Suite G Clarkesville, GA 30523

Re: Deceptive Marketing for Initials Business Opportunity

Dear Ms. Vickery:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Initials, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/initials-inc-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jim Coover, Co-Founder & CEO Isagenix International, LLC 155 E. Rivulon Boulevard Gilbert, AZ 85297

Re: Deceptive Marketing for Isagenix Business Opportunity

Dear Mr. Coover:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Isagenix International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/isagenix-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Mark Funaki, Vice President and General Counsel JAFRA Cosmetics International, Inc. 2451 Townsgate Road Westlake Village, CA 91361

Re: Deceptive Marketing for JAFRA Cosmetics Business Opportunity

Dear Mr. Funaki:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that JAFRA Cosmetics International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jafra-cosmetics-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Elizabeth Thibaudeau, CEO Jamberry 1350 West 200 South, Suite A Lindon, UT 84042

Re: Deceptive Marketing for Jamberry Business Opportunity

Dear Ms. Thibaudeau:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jamberry is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jamberry-nails-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bret Bonacorsi, CEO jBloom 2103 Parkway Drive Saint Peters, MO 63376

Re: Deceptive Marketing for jBloom Business Opportunity

Dear Mr. Bonacorsi:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that jBloom is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jbloom-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Randy Ray, Chief Executive Officer Rob Dawson, Chief Legal Officer Mark Patterson, Chief Marketing Officer Jeunesse Global, LLC 650 Douglas Avenue Altamonte Springs, FL 32714

Re: Deceptive Marketing for Jeunesse Business Opportunity

Dear Mr. Ray, Mr. Dawson, and Mr. Patterson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jeunesse Global, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/jeunesse-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

John Amico Sr., Founder and CEO John Amico Haircare Products 4731 West 136th Street Crestwood, IL 60445

Re: Deceptive Marketing for John Amico Business Opportunity

Dear Mr. Amico:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that John Amico Haircare Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/john-amico-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Nancy Bogart, CEO Jordan Essentials 1106 Eaglecrest Nixa, MO 65714

Re: Deceptive Marketing for Jordan Essentials Business Opportunity

Dear Ms. Bogart:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jordan Essentials is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jordan-essentials-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jay Martin, CEO The Juice Plus+ Company, LLC 140 Crescent Drive Collierville, TN 38017-3374

Re: Deceptive Marketing for The Juice Plus+ Company Business Opportunity

Dear Mr. Martin:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Juice Plus+ Company, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-juice-plus-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bud Miley, President The Kirby Company 1920 West 114th Street Cleveland, OH 44102

Re: Deceptive Marketing for The Kirby Company Business Opportunity

Dear Mr. Miley:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Kirby Company is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-kirby-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Michael Breshears, Chief Executive Officer Joshua Chandler, Chief Legal Officer Kyäni, Inc. 1070 River Walk Drive Suite 350 Idaho Falls, ID 83402

Re: Deceptive Marketing for Kyäni Business Opportunity

Dear Mr. Breshears and Mr. Chandler:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Kyäni, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/kyani-income-claims/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Linda and Brian Kaminski, Founders L'BRI PURE n' NATURAL 909 Perkins Drive Mukwonago, WI 53149

Re: Deceptive Marketing for L'BRI PURE n' NATURAL Business Opportunity

Dear Mr. and Mrs. Kaminski:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that L'BRI PURE n' NATURAL is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lbri-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Heidi Leist, Founder and CEO Lemongrass Spa Products 316 Mt. Evans Blvd Suite 4 Pine, CO 80470

Re: Deceptive Marketing for Lemongrass Spa Business Opportunity

Dear Ms. Leist:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Lemongrass Spa Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lemongrass-spa-products-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

David DeBora, CEO Lifestyles USA 8100 Keele Street Vaughan, Ontario L4K 2A3 CANADA

Re: Deceptive Marketing for Lifestyles Business Opportunity

Dear Mr. DeBora:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Lifestyles USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifestyles-usa-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Darren Jensen, CEO LifeVantage Corporation 9785 S. Monroe Street, Suite 300 Sandy, UT 84070

Re: Deceptive Marketing for LifeVantage Business Opportunity

Dear Mr. Jensen:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that LifeVantage Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifevantage-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

David Schmidt, Founder & CEO LifeWave, Inc. 9775 Businesspark Avenue San Diego, CA 92131

Re: Deceptive Marketing for LifeWave Business Opportunity

Dear Mr. Schmidt:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that LifeWave, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifewave-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Gary J. Raser, Founder, President and CEO The Limu Company, LLC 610 Crescent Executive Court, Suite 110 Lake Mary, FL 32746

Re: Deceptive Marketing for The Limu Company Business Opportunity

Dear Mr. Raser:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that The Limu Company, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-limu-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Steve Heaney, CEO Magnabilities, LLC 13704 24th St E Suite 109 Sumner, WA 98390

Re: Deceptive Marketing for Magnabilities Business Opportunity

Dear Mr. Heaney:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Magnabilities, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/magnabilities-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Alfredo Bala, CEO and President Mannatech, Inc. 600 South Royal Lane, Suite 200 Coppell, TX 75019

Re: Deceptive Marketing for Mannatech Business Opportunity

Dear Mr. Bala:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mannatech, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mannatech-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Stephen Barnett, Business Director Mary & Martha 21154 Highway 16E Siloam Springs, AR 72761

Re: Deceptive Marketing for Mary & Martha Business Opportunity

Dear Mr. Barnett:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mary & Martha is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mary-and-martha-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Julia Simon, Chief Legal Officer and Secretary Mary Kay, Inc. PO Box 799045 Dallas, TX 75379

Re: Deceptive Marketing for Mary Kay Business Opportunity

Dear Ms. Simon:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mary Kay, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mary-kay-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Frank L. VanderSloot, CEO Melaleuca, Inc. 4609 W. 65th S. Idaho Falls, ID 83402

Re: Deceptive Marketing for Melaleuca Business Opportunity

Dear Mr. VanderSloot:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Melaleuca, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/melaleuca-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Robert S. Conlee, CEO Modere USA 588 S 2000 W Springville, UT 84663

Re: Deceptive Marketing for Modere Business Opportunity

Dear Mr. Conlee:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Modere USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/modere-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Richard Rife, Chief Legal Officer Morinda, Inc. 737 East 1180 South American Fork, UT 84003

Re: Deceptive Marketing for Morinda Business Opportunity

Dear Mr. Rife:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Morinda, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/morinda-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Richard Strulson, General Counsel and Executive Vice President Nature's Sunshine Products, Inc. 2500 West Executive Parkway, Suite 100 Lehi, UT 84043

Re: Deceptive Marketing for Nature's Sunshine Business Opportunity

Dear Mr. Strulson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nature's Sunshine Products, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/natures-sunshine-products-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Toshiya Komijo, President Nefful U.S.A., Inc. 18563 East Gale Avenue City of Industry, CA 91748

Re: Deceptive Marketing for Nefful Business Opportunity

Dear Mr. Komijo:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nefful U.S.A., Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nefful-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Kendra Brassfield, CEO NeoLife International, LLC 3500 Gateway Boulevard Fremont, CA 94538

Re: Deceptive Marketing for NeoLife Business Opportunity

Dear Ms. Brassfield:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NeoLife International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/neolife-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Eric Haynes, Chief Legal Officer Nerium International 4006 Belt Line Road Suite 100 Addison, TX 75001

Re: Deceptive Marketing for Nerium Business Opportunity

Dear Mr. Haynes:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nerium International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nerium-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Scott White, CEO New Avon, LLC One Liberty Plaza 165 Broadway New York, NY 10006

Re: Deceptive Marketing for New Avon Business Opportunity

Dear Mr. White:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that New Avon, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/new-avon-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bilal Ruknuddeen, CEO New Earth P.O. Box 609 Klamath Falls, OR 97601

Re: Deceptive Marketing for New Earth Business Opportunity

Dear Mr. Ruknuddeen:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

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

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Chris Sharng, President NHT Global, Inc. 609 Deep Valley Drive, Suite 395 Rolling Hill Estates, CA 90274

Re: Deceptive Marketing for NHT Global Business Opportunity

Dear Mr. Sharng:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NHT Global, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nht-global-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Takashi Okura, CEO Noevir USA, Inc. 1095 Main Street Irvine, CA 92614

Re: Deceptive Marketing for Noevir USA Business Opportunity

Dear Mr. Okura:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Noevir USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/noevir-usa-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

D. Matthew Dorny, Vice President and General CounselNu Skin Enterprises & Pharmanex75 West Center StreetProvo, UT 84601

Re: Deceptive Marketing for Nu Skin and Pharmanex Business Opportunities

Dear Mr. Dorny:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Nu Skin Enterprises and Pharmanex are two of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nu-skin-enterprises-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Karen Conkey, President NYR Organic One Concord Farms 490 Virginia Road Concord, MA 01742

Re: Deceptive Marketing for NYR Organic Business Opportunity

Dear Ms. Conkey:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NYR Organic is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/nyr-organic-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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


VIA EMAIL

Jake Kloberdanz, CEO and Founder viaONEHOPE 1911 South Susan Street Santa Ana, CA 92704

Re: Deceptive Marketing for viaONEHOPE Business Opportunity

Dear Mr. Kloberdanz:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that viaONEHOPE is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/one-hope-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Daniel Chard, CEO Medifast-OPTAVIA 3600 Crondall Lane Suite 100 Owings Mills, MD 21117

Re: Deceptive Marketing for OPTAVIA Business Opportunity

Dear Mr. Chard:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Medifast-OPTAVIA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/optavia-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Robert Hall, CEO and Co-Founder Orenda International, LLC 1406 West 14th Street Suite 101 Tempe, AZ 85281

Re: Deceptive Marketing for Orenda Business Opportunity

Dear Mr. Hall:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Orenda International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/orenda-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Chrissy Weems, CEO Origami Owl 450 N. 54th Street Chandler, AZ 85226

Re: Deceptive Marketing for Origami Owl Business Opportunity

Dear Ms. Weems:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Origami Owl is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/origami-owl-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Tracy Britt Cool, CEO Pampered Chef One Pampered Chef Lane Addison, IL 60101

Re: Deceptive Marketing for Pampered Chef Business Opportunity

Dear Ms. Cool:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Pampered Chef is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pampered-chef-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Harry Slatkin, CEO PartyLite 600 Cordwainer Drive Norwell, MA 02061

Re: Deceptive Marketing for PartyLite Business Opportunity

Dear Mr. Slatkin:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that PartyLite is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/partylite-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Roger Morgan, Founder and CEO pawTree PO Box 92902 Southlake, TX 76092

Re: Deceptive Marketing for pawTree Business Opportunity

Dear Mr. Morgan:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that pawTree is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pawtree-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Rolf Sorg, Founder and CEO PM-International AG 1012-F Corporate Lane Export, PA 15632

Re: Deceptive Marketing for PM-International AG Business Opportunity

Dear Mr. Sorg:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that PM-International AG is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pm-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Tim Horner, President Premier Designs, Inc. 1551 Corporate Drive Irving, TX 75038

Re: Deceptive Marketing for Premier Designs Business Opportunity

Dear Mr. Horner:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Premier Designs, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/premier-designs-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Glenn Williams, CEO Primerica, Inc. 1 Primerica Parkway Duluth, GA 30099

Re: Deceptive Marketing for Primerica Business Opportunity

Dear Mr. Williams:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Primerica, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/primerica-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Connie Tang, President and CEO Princess House, Inc. 470 Myles Standish Boulevard Taunton, MA 02780

Re: Deceptive Marketing for Princess House Business Opportunity

Dear Ms. Tang:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Princess House, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/princess-house-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Steve Brown, President and CEO RBC Life 2301 Crown Court Irving, TX 75038

Re: Deceptive Marketing for RBC Life Business Opportunity

Dear Mr. Brown:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that RBC Life is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/rbc-life-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jeffrey Reigle, President and CEO Regal Ware, Inc. 1675 Reigle Drive Kewaskum, WI 53040

Re: Deceptive Marketing for Regal Ware Business Opportunity

Dear Mr. Reigle:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Regal Ware, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/regal-ware-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Stephen M. Merrick, Senior Vice President and General Counsel Reliv International, Inc. PO Box 405 Chesterfield, MO 63006

Re: Deceptive Marketing for Reliv International Business Opportunity

Dear Mr. Merrick:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Reliv International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/reliv-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Ben Zylstra, CEO Rena Ware International, Inc. 15885 NE 28th Street Bellevue, WA 98008

Re: Deceptive Marketing for Rena Ware Business Opportunity

Dear Mr. Zylstra:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Rena Ware International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/renaware-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Paul T. Vidovich, Chairman and CEO Rexair LLC 50 W. Big Beaver, Ste. 350 Troy, MI 48084

Re: Deceptive Marketing for Rexair Business Opportunity

Dear Mr. Vidovich:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Rexair LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/rexair-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Anna Zornosa, Founder and CEO Ruby Ribbon, Inc. 856 Mitten Road Suite 101 Burlingame, CA 94010

Re: Deceptive Marketing for Ruby Ribbon Business Opportunity

Dear Ms. Zornosa:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Ruby Ribbon, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/ruby-ribbon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Karin Mayr, Founder and CEO Sabika, Inc. 6450 Steubenville Pike Pittsburgh, PA 15205

Re: Deceptive Marketing for Sabika Business Opportunity

Dear Ms. Mayr:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sabika, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sabika-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Ryan Reigle, President Saladmaster 230 Westway Place #101 Arlington, TX 76018

Re: Deceptive Marketing for Saladmaster Business Opportunity

Dear Mr. Reigle:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Saladmaster is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/saladmaster-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Alejandro López Tello, CEO Sanki Global LLC 105 N. Pecos Rd. Suite 140 Henderson, NV 89074

Re: Deceptive Marketing for Sanki Business Opportunity

Dear Mr. Tello:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sanki Global LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sanki-global-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

StacyLynn Ellis, Founder and CEO SAS SPURILLA, LLC 411 24th Street W Suite 111 Billings, MT, MT 59102

Re: Deceptive Marketing for SAS SPURILLA Business Opportunity

Dear Ms. Ellis:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that SAS SPURILLA, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sas-spurilla-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Ryan McFarland and Eric Ritter, Co-General Counsels Scentsy, Inc. 2701 E Pine Street Meridian, ID 83642

Re: Deceptive Marketing for Scentsy Business Opportunity

Dear Mr. McFarland and Mr. Ritter:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/*. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Scentsy, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/scentsy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Kody Bateman, Founder and CEO SendOutCards 1825 West Research Way Ste 1 Salt Lake City, UT 84119

Re: Deceptive Marketing for SendOutCards Business Opportunity

Dear Mr. Bateman:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SendOutCards is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/send-out-cards-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Michael Moad, Chief Legal Officer SeneGence International 92610 Alter Foothill Ranch, CA 92610

Re: Deceptive Marketing for SeneGence Business Opportunity

Dear Mr. Moad:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SeneGence International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/senegence-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Todd Tucker, Senior Vice President and General Counsel Shaklee Corporation Hacienda Campus 4747 Willow Road Pleasanton, CA 94588

Re: Deceptive Marketing for Shaklee Business Opportunity

Dear Mr. Tucker:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Shaklee Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/shaklee-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Madolyn Johnson, Founder and CEO Signature HomeStyles 699 Regency Drive Glendale Heights, IL 60139

Re: Deceptive Marketing for Signature HomeStyles Business Opportunity

Dear Ms. Johnson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Signature HomeStyles is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/signature-homestyles-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Patty Pearcy, President and CEO SimplyFun, LLC 11245 SE 6th Street Suite 110 Bellevue, WA 98004

Re: Deceptive Marketing for SimplyFun Business Opportunity

Dear Ms. Pearcy:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SimplyFun, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/simply-fun-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Michelle Leuthold, Founder and CEO Simply Said, Inc. 408 North 2nd Ave. East Rock Rapids, IA 51246

Re: Deceptive Marketing for Simply Said Business Opportunity

Dear Ms. Leuthold:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Simply Said, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/simply-said-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jigna Patel, General Counsel Smart Circle International 4490 Von Karman Avenue Newport Beach, CA 92660

Re: Deceptive Marketing for Smart Circle Business Opportunity

Dear Ms. Patel:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Smart Circle International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/smart-circle-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Henry Bedford, CEO Southwestern 2451 Atrium Way Nashville, TN 37214

Re: Deceptive Marketing for Southwestern Advantage Business Opportunity

Dear Mr. Bedford:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Southwestern is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/southwestern-advantage-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Sara Douglass, CEO Stampin' Up! 12907 South 3600W Riverton, UT 84065

Re: Deceptive Marketing for Stampin' Up! Business Opportunity

Dear Ms. Douglass:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Stampin' Up! is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/stampin-up-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Hatem Jahshan, Co-Founder and CEO Steeped Tea, Inc. 50 Bittern St. Unit 16 Ancaster, Ontario L9G 4V5 Canada

Re: Deceptive Marketing for Steeped Tea Business Opportunity

Dear Mr. Jahshan:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Steeped Tea, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/steeped-tea-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Daniel Terrell, Chief Legal Officer Stream Gas & Electric Ltd. Tollway Center 14675 Dallas Parkway, Suite 150 Dallas, TX 75254

Re: Deceptive Marketing for Stream Gas & Electric Business Opportunity

Dear Mr. Terrell:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Stream Gas & Electric Ltd. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/stream-energy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Oi-Lin Chen, President Sunrider International 1625 Abalone Ave. Torrance, CA 90501

Re: Deceptive Marketing for Sunrider Business Opportunity

Dear Ms. Chen:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sunrider International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sunrider-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jacques Mizrahi, CEO SwissJust 8308 NW 30 Terr Doral, FL 33122

Re: Deceptive Marketing for SwissJust Business Opportunity

Dear Mr. Mizrahi:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SwissJust is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/swiss-just-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Dan Norman, President Synergy WorldWide 1955 W. Grove Parkway Suite 100 Pleasant Grove, UT 84062

Re: Deceptive Marketing for Synergy WorldWide Business Opportunity

Dear Mr. Norman:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Synergy WorldWide is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/synergy-worldwide-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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


VIA EMAIL

Bob Reina, Founder and CEO Talk Fusion 1319 Kingsway Rd. Brandon, FL 33510

Re: Deceptive Marketing for Talk Fusion Business Opportunity

Dear Mr. Reina:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Talk Fusion is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/talk-fusion-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jill Blashack Strahan, Founder and CEO Tastefully Simple, Inc. 1920 Turning Leaf Lane, SW Alexandria, MN 56308

Re: Deceptive Marketing for Tastefully Simple Business Opportunity

Dear Ms. Blashack:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Tastefully Simple, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/tastefully-simple-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Charlene Phillips, Founder and CEO Tealightful, Inc. 25 Bermar Park Suite #4 P.O. Box 24261 Rochester, NY 14624

Re: Deceptive Marketing for Tealightful Business Opportunity

Dear Ms. Phillips:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Tealightful, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/tealightful-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jonathan Gelfand, Chief Legal Officer and Senior Vice President, Business Development Team Beachbody 3301 Exposition Blvd. Santa Monica, CA 90404

Re: Deceptive Marketing for Team Beachbody Business Opportunity

Dear Mr. Gelfand:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Team Beachbody is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/team-beachbody-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Angela Loehr Chrysler, President and CEO Team National 8210 W. State Road 84 Davie, FL 33324

Re: Deceptive Marketing for Team National Business Opportunity

Dear Ms. Chrysler:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Team National is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/team-national-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Grant Reid, CEO and President Mars, Inc. The Cocoa Exchange 400 Valley Road Suite 200 Mt. Arlington, NJ 07856

Re: Deceptive Marketing for The Cocoa Exchange Business Opportunity

Dear Mr. Reid:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Cocoa Exchange is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/the-cocoa-exchange-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Cindy Monroe, Founder and CEO Thirty-One Gifts 3425 Morse Crossing Columbus, OH 43219

Re: Deceptive Marketing for Thirty-One Gifts Business Opportunity

Dear Ms. Monroe:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Thirty-One Gifts is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/thirty-one-gifts-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Edward J. Capobianco, General Counsel Touchstone Crystal, Inc. 1 Kenney Drive Cranston, RI 02920

Re: Deceptive Marketing for Touchstone Crystal, Inc. Business Opportunity

Dear Mr. Capobianco:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Touchstone Crystal, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/touchstone-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Dr. Traci Lynn, Founder and CEO Traci Lynn, Inc. 888 SE 3rd Ave Suite 301 Ft. Lauderdale, FL 33316

Re: Deceptive Marketing for Traci Lynn Business Opportunity

Dear Ms. Lynn:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Traci Lynn, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/traci-lynn-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Holly Wehde, CEO Trades of Hope 4601 E. Moody Blvd Unit K-6 Bunnell, FL 32110

Re: Deceptive Marketing for Trades of Hope Business Opportunity

Dear Ms. Wehde:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Trades of Hope is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/trades-of-hope-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Rick Libby, CEO Traveling Vineyard 4 South Main Street Ipswich, MA 01938

Re: Deceptive Marketing for Traveling Vineyard Business Opportunity

Dear Mr. Libby:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Traveling Vineyard is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/traveling-vineyard-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Mark A. Stevens, CEO Trévo, LLC 1601 NW Expressway Tower Suite 1800 Oklahoma City, OK 73118

Re: Deceptive Marketing for Trévo Business Opportunity

Dear Mr. Stevens:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Trévo, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/trevo-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Mike Wilkin, President Tristar Enterprises, LLC 5420 LBJ Freeway, Suite 1010 Dallas, TX 75240

Re: Deceptive Marketing for Tristar Business Opportunity

Dear Mr. Wilkin:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Tristar Enterprises, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/tristar-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Casey Harris, Vice President and General Counsel Univera, Inc. 3005 1st Avenue Seattle, WA 98121

Re: Deceptive Marketing for Univera Business Opportunity

Dear Mr. Harris:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that Univera, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/univera-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

James Bramble, Chief Legal Officer and General Counsel USANA Health Sciences, Inc. 3838 West Parkway Boulevard West Valley City, UT 84120

Re: Deceptive Marketing for USANA Business Opportunity

Dear Mr. Bramble:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that USANA Health Sciences, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/usana-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Randall White, CEO Usborne Books & More 5402 S 122nd E Ave Tulsa, OK 74146

Re: Deceptive Marketing for Usborne Books & More Business Opportunity

Dear Mr. White:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Usborne Books & More is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/usborne-books-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Joan Hartel Cabral, Founder and CEO Vantel Pearls 111 Forbes Blvd. Mansfield, MA 02048

Re: Deceptive Marketing for Vantel Pearls Business Opportunity

Dear Ms. Cabral:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Vantel Pearls is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/vantel-pearls-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Paul Booth, CEO Viridian International Management LLC 535 Connecticut Avenue 5th Floor Norwalk, CT 06854

Re: Deceptive Marketing for Viridian Business Opportunity

Dear Mr. Booth:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Viridian International Management LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/viridian-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Leslie Montie, Founder and CEO Wildtree, Inc. 15 Wellington Road Lincoln, RI 02865

Re: Deceptive Marketing for Wildtree Business Opportunity

Dear Ms. Montie:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Wildtree, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/wildtree-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Jane Creed, President and CEO WineShop At Home 525 Airpark Road Napa, CA 94558

Re: Deceptive Marketing for WineShop At Home Business Opportunity

Dear Ms. Creed:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.*

We found that WineShop At Home is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/wineshop-at-home-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Dennis Wong, CEO YOR Health 2802 Kelvin Ave Suite 150 Irvine, CA 92614

Re: Deceptive Marketing for YOR Health Business Opportunity

Dear Mr. Wong:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that YOR Health is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/yor-health-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Matthew French, General Counsel and Chief Compliance Officer Young Living Thanksgiving Point Business Park 3125 West Executive Parkway Lehi, UT 84043

Re: Deceptive Marketing for Young Living Business Opportunity

Dear Mr. French:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Young Living is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/young-living-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Steve Wallach, CEO Youngevity International, Inc. 2400 Boswell Rd. Chula Vista, CA 91914

Re: Deceptive Marketing for Youngevity Business Opportunity

Dear Mr. Wallach:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Youngevity International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/youngevity-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Derek Maxfield, Founder and CEO Younique 3400 Mayflower Avenue Lehi, UT 84043

Re: Deceptive Marketing for Younique Business Opportunity

Dear Mr. Maxfield:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Younique is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/younique-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Dag Bergheim Petterson, CEO Zinzino LLC 1200 University Blvd Suite 220 Jupiter, FL 33458

Re: Deceptive Marketing for Zinzino Business Opportunity

Dear Mr. Petterson:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/.* Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zinzino LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/zinzino-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Bill Farley, CEO Zrii 14183 So. Minuteman Drive Draper, UT 84020

Re: Deceptive Marketing for Zrii Business Opportunity

Dear Mr. Farley:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See https://www.truthinadvertising.org/mlm-income-claims-investigation/*. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zrii is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/zrii-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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



VIA EMAIL

Mark Jarvis, Co-CEO and President Jay Shafer, Co-CEO Zurvita 800 Town & Country Blvd. Suite 500 Houston, TX 77024

Re: Deceptive Marketing for Zurvita Business Opportunity

Dear Mr. Jarvis and Mr. Shafer:

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 recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. *See* <u>https://www.truthinadvertising.org/mlm-income-claims-investigation/</u>. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zurvita is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: <u>https://www.truthinadvertising.org/zurvita-income-claims-database/</u>.

I trust that your company will take immediate action to remove all unsubstantiated income 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,

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