

### New submission from Contact TINA.org

TINA.org Website <info@truthinadvertising.org>

Mon, Nov 28, 2016 at 2:18 PM

**Your Name** 

Renee Carini

**Email** 



Subject

Letter received

#### Your Message

Good Day,

I am contacting you on behalf of Brian and Linda Kaminski, owners of L'BRI PURE n' NATURAL. We followed the link posted in the letter you sent and were stunned to see the 'advertising' you claim is generated by L'BRI. Interesting that each of the claims of misleading advertising from companies including ours, Sanki, New Earth and Forever Living had identical backgrounds with wording changes and photo shopped products on them. A bit of a stretch to think that all of these companies would have the same backgrounds and design, wouldn't you say? Weren't you even a little suspicious of the veracity of the copy?

We are a direct sales company with an excellent reputation and a network of over 4000 Consultants. Give me more information on where and when you found this 'advertising' and I will most certainly get to the bottom of it. We never created this advertising, nor have we at any time made any health claims whatsoever. Clearly, you did not do your due diligence investigating these claims before posting misleading information on your website. L'BRI does not approve of, nor have we given permission, to any of our independent L'BRI Consultants to construct or post any advertising of this sort. I am sure that you appreciate that we cannot stop something we are not doing. We will need your cooperation in determining the origin of this 'advertising' copy.

#### How did you hear about TINA.org?

Other



## TINA.org's investigation into L'Bri Pure n' Natural

**Laura Smith** <smith@truthinadvertising.org>
To:

Tue, Nov 29, 2016 at 9:21 AM

Renee,

This is in response to your November 28, 2016 submission regarding TINA.org's recent investigation into DSA-member MLM companies selling nutritional supplements and making illegal health claims and, specifically, our findings with respect to L'Bri Pure n' Natural. The images you appear to be questioning, i.e., those with "identical backgrounds with wording changes and photo shopped products on them," are illustrative, clickable images created by TINA.org so that readers can easily identify each company at issue and its corresponding database of illegal health claims. TINA.org's L'Bri database, available at https://www.truthinadvertising.org/lbri-health-claims-database/, contains more than 20 examples of illegal health claims made about L'Bri products that the company is indeed responsible for (the Federal Trade Commission has made it clear that companies are responsible for claims made both directly by the company, as well as indirectly by distributors of the company).

I trust that L'Bri will take immediate action to remove <u>all</u> unsubstantiated and illegal health claims being made (not just the ones identified in TINA.org's sampling), as well as ensure that no future misrepresentations are made

Sincerely,

Laura Smith
Legal Director
203-421-6210 | Ismith@truthinadvertising.org
truthinadvertising.org | @TruthinAd | facebook.com/truthinad







# TINA.org's investigation into L'Bri Pure n' Natural

Renee Carini
To: Laura Smith <smith@truthinadvertising.org>

Tue, Nov 29, 2016 at 9:54 AM

Ms. Smith,

L'BRI is extremely diligent about monitoring Facebook daily as well as EBay, Amazon, Craigs List and Letgo to ensure that no inappropriate use, claims or sale of L'BRI products exist online. I am outraged that you would try to create misinformation and distrust to further your organizations campaign against direct sales companies. The links you provided are Facebook posts, including some from 2008 and 2009! Several of these posts are actually for a product, NutriAloe, that we discontinued. The 'unsubstantiated' claims on these FB posts are simply customer testimonials. Did anyone in your organization even listen to the videos at all? Clearly, this independent L'BRI Consultant was speaking to her personal experience with our products as it relates to her family's experiences with the products. Those are not claims that L'BRI is making, but testimonials from satisfied customers. We will NOT tell our customers that they cannot share their experiences with our products and how effectively they or their friends and family found the products to provide them with relief.

We will continue to monitor all online communications as we have always done and address any unsubstantiated claims as necessary.

Renee Carini

Sr. Product Specialist

**Event Coordinator** 

L'BRI PURE n' NATURAL

800-742-8828

Fax: 800-742-4020

It's impossible, said pride. It's risky, said experience. It's pointless, said reason. **Give it a try, whispered the heart**--anonymous.