



January 27, 2014

VIA REGULAR MAIL

James M. Asher
Chief Legal Officer
Hearst Corporation
300 West 57th Street
New York, NY 10019

Troy Young
President, Hearst Magazines Digital Media
Hearst Corporation
300 West 57th Street
New York, NY 10019

Patricia Haegele
Senior Vice President, Publishing Director & Chief Revenue Officer
Good Housekeeping
300 West 57th Street
New York, NY 10019

Re: Fraudulent and deceptive use of *Good Housekeeping* name and logo

Dear Mr. Asher, Mr. Young, and Ms. Haegele:

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 wanted to inform you that the name and logo of one of Hearst's publications, *Good Housekeeping*, is being used in a fraudulent and deceptive manner.

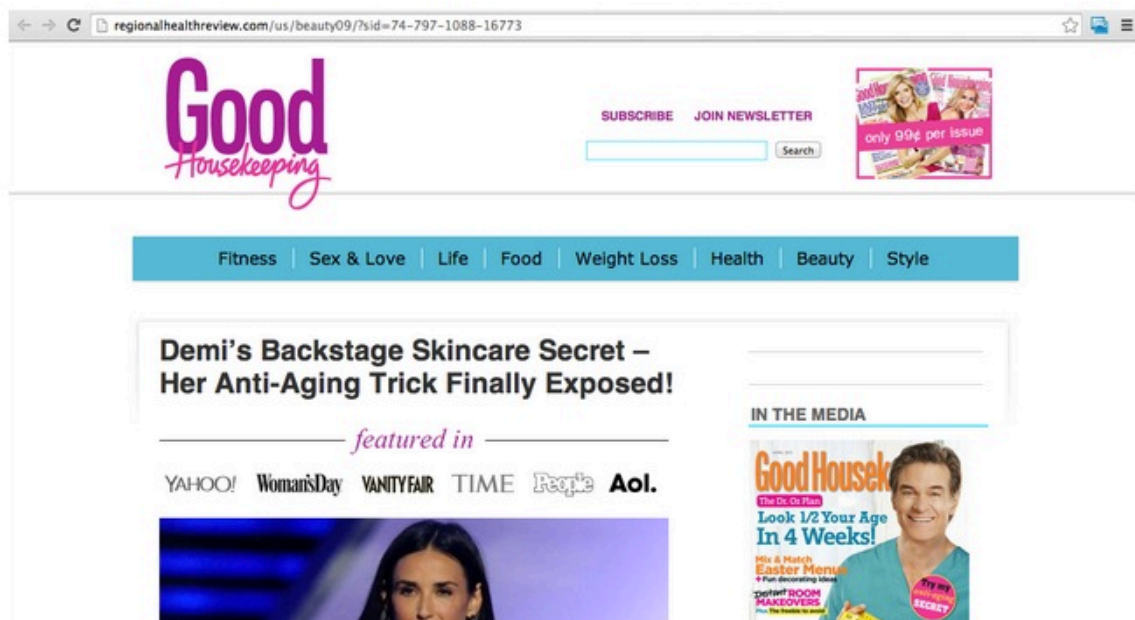
We recently investigated a web advertisement that ran as a sidebar ad on xfinity.com. (The ad may have run, and be running, elsewhere as well; this is just where we observed it.) A screen shot of the advertisement is below:

70 Year Old Grandma Looks 40



[Ad Info](#) [Ad Feedback](#)

Viewers who click on the advertisement are taken to the following website:
<http://regionalhealthreview.com/us/beauty09/?sid=74-797-1088-16773>.



This website, which is clearly not *Good Housekeeping's* actual website, www.goodhousekeeping.com, appears to be posing as a website for the magazine by prominently featuring its logo, as well as an image of what appears to be one of its covers. Viewers who click on the *Good Housekeeping* cover featuring Dr. Oz are then brought to the following website, which promotes Lumanelle Luma Repair Anti-Aging Serum: https://lumarepair.com/?cp=2&ref_id=1270a&sub_id=380178&hid=836093206&c1=74-797-1088-16773&c2=&c3=#back.

TINA.org felt that this advertising issue needed to be brought to your attention as *Good Housekeeping* is being used to deceive consumers into purchasing Lumanelle Luma skin products. We hope that Hearst Corporation and *Good Housekeeping* Magazine will take whatever action they deem necessary in order to put an end to this deceptive use of the *Good Housekeeping* name and logo.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive, flowing style.

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