



September 25, 2015

VIA EMAIL AND OVERNIGHT MAIL

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 and Products

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 have found that your company, Jeunesse Global, LLC, and its distributors are engaged in a deceptive marketing campaign for the Jeunesse business opportunity and product lines.

Specifically, Jeunesse and its distributors are using deceptive income claims regarding the financial gains consumers will achieve by becoming distributors. For example, Jeunesse advertises that those who sign-up for its business opportunity can make over \$26,000 per week without clearly and conspicuously providing adequate income disclosures. Its distributors also make unrealistic financial promises, such as being able to make millions of dollars a year, again without clearly and conspicuously providing appropriate income disclosures.

TINA.org also found that Jeunesse distributors have been using a multitude of unsubstantiated health and treatment claims about Jeunesse products, such as being able to cure cancer and other serious illnesses, in order to market the Jeunesse business and its product lines.

Based on this information, we intend to notify the Federal Trade Commission that Jeunesse and its distributors are engaged in a deceptive marketing campaign unless, by **October 2,**

2015, you show us that you have fully corrected the issues described above, have taken steps to ensure that there are no future misrepresentations, and have made every effort to alert Jeunesse customers of these issues.

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.