



January 19, 2016

VIA EMAIL

Chrysse Spathas
Vice President, Commercial Standards
ABC, Inc.
77 West 66th Street
New York, NY 10023-6298
[REDACTED]

Re: Deceptive Prevagen Commercials Airing on ABC

Dear Ms. Spathas:

It has come to our attention that ABC is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given ABC's policy to present advertising that is truthful and not misleading or deceptive, we knew that ABC would want TINA.org to bring this matter to your attention.² Furthermore, based on ABC's practice of vetting commercials, including reviewing documentation and verifying all claims made, we trust that ABC will take a closer look at the Prevagen ads. We are confident that a thorough review of these ads will lead ABC to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² ABC Television Network, Advertising Standards and Guidelines, <http://abcaccess.com/wp-content/uploads/2014/07/2014-Advertising-Guidelines-.pdf>.

If you have any questions or would like further information about our investigative findings, 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.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC



January 19, 2016

VIA EMAIL

Ruth Levenson, Vice President
Maryana DeZarlo, Director
FBC Broadcast Standards and Practices
1211 Avenue of the Americas, 28th Floor
New York, NY 10036



Re: Deceptive Prevagen Commercials Airing on FOX

Dear Ms. Levenson and Ms. DeZarlo:

It has come to our attention that Fox Broadcasting Company (FOX) is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given FOX's policy to present advertising that is truthful and in compliance with all Federal Trade Commission requirements, among other laws and regulations, we knew that FOX would want TINA.org to bring this matter to your attention.² Furthermore, based on FOX's practice of reviewing all commercials prior to airing, as well as requiring competent and reliable substantiation for all health claims made in ads, we trust that FOX will take a closer look at the Prevagen ads. We are confident that a thorough review of

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² FBC Advertising Guidelines,
<http://www.fox.com/sites/default/files/FBCADVERTISERGUIDELINESFINAL2013-2014.pdf>.

these ads will lead FOX to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

If you have any questions or would like further information about our investigative findings, 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 style with a large initial "L" and a small "S".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC



January 19, 2016

VIA EMAIL

Kimberley D. Harris, General Counsel
Linda Yaccarino, President, Advertising Sales
NBCUniversal
30 Rockefeller Plaza
New York, NY 10112



Re: Deceptive Prevagen Commercials Airing on NBC

Dear Ms. Harris and Ms. Yaccarino:

It has come to our attention that NBC is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given NBC's policy to present advertising that is truthful and non-deceptive, we knew that NBC would want TINA.org to bring this matter to your attention.² Furthermore, based on NBC's practice of reviewing advertisements for adherence to the laws and regulations of the Federal Trade Commission, among other government agencies, as well as require all advertisers to provide substantiation that establishes a reasonable basis for all claims made, we trust that NBC will take a closer look at the Prevagen ads. We are confident that a thorough review of these ads will lead NBC to the inevitable conclusion

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² NBC Advertising Guidelines,
http://nbcuadstandards.com/files/NBC_Advertising_Guidelines.pdf.

that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

If you have any questions or would like further information about our investigative findings, 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.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC



January 19, 2016

VIA EMAIL

George Callard, General Counsel
Shirley Powell, Chief Communications Officer
The Weather Channel, LLC
300 Interstate North Parkway SE
Atlanta, GA 30339



Re: Deceptive Prevagen Commercials Airing on The Weather Channel

Dear Mr. Callard and Ms. Powell:

It has come to our attention that The Weather Channel is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given The Weather Channel's policy to prohibit any false, misleading, or deceptive advertising claims, we knew that The Weather Channel would want TINA.org to bring this matter to your attention and trust that The Weather Channel will take a closer look at the Prevagen ads.² We are confident that a thorough review of these ads will lead you to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² The Weather Channel Ad Specs, <http://advertising.weather.com/ad-specs/>.

If you have any questions or would like further information about our investigative findings, 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.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC



January 19, 2016

VIA EMAIL

Louise Sams, General Counsel
Turner Compliance Officer
Turner Broadcasting System, Inc.
One CNN Center
Atlanta, GA 30303



Re: Deceptive Prevagen Commercials Airing on TBS networks

Dear Ms. Sams and Turner Compliance Officer:

It has come to our attention that Turner Broadcasting System (TBS) networks – CNN and HLN – are airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your networks to the detriment of your viewers.¹

Given TBS's policy to require that all commercial materials are accurate and that all claims contained therein have been substantiated, we knew that TBS would want TINA.org to bring this matter to your attention and trust that TBS will take a closer look at the Prevagen ads.² We are confident that a thorough review of these ads will lead TBS to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² TBS Advertising Standard Terms and Conditions - USA,
<https://www.turner.com/legal#advertising-us>.

If you have any questions or would like further information about our investigative findings, 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.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC