



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