



MyPillow, Inc.'s Unsubstantiated Health Claims and Deceptive Marketing

Laura Smith <lsmith@truthinadvertising.org>
To: [REDACTED]@mypillow.com

Fri, Feb 12, 2016 at 12:25 PM

Mike,

Despite your repeated assurances that MyPillow will be immediately removing all deceptive and unsubstantiated health claims from its marketing materials, and that almost two weeks have passed since we sent you our February 1 warning letter, numerous deceptive claims still exist in your company's marketing materials.

For starters, the MyPillow website still contains a multitude of testimonials making unsubstantiated health claims (see "*My Pillow's Latest Testimonials*"). And MyPillow's social media pages -- Facebook, Twitter, and YouTube -- are still replete with deceptive marketing.

In addition, as we've discussed, a Google search for "MyPillow" and any of the health conditions you previously had listed on the MyPillow website pulls up links to the MyPillow Benefits webpages. Though consumers who click on these search results are now redirected to the MyPillow homepage, several of the search results reveal excerpts that contain deceptive and unsubstantiated health claims. See the attached screen shots as examples.

With the amount of time you have had to address these issues, the number of deceptive health claims still in existence is simply inexcusable. If MyPillow does not remove all deceptive and unsubstantiated health claims by Tuesday, February 16, we will be notifying the Federal Trade Commission.

Sincerely,

Laura Smith
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Keeping
Ads
Honest



2 attachments

MyPillow®: Insomnia Testimonials

www.mypillow.com/best-insomnia-testimonials • My Pillow - Looking for a way to treat insomnia? The answer could be as close as your pillow, according to MyPillow's customer testimonials.

MyPillow InsomniaTestimonials excerpt shown on Google as of 2.12.16.png
54K

MyPillow®: Migraine Testimonials

www.mypillow.com/migraine-prevention-and-relief-testimonials • My Pillow - MyPillow® Migraine Prevention and Relief Testimonials. ... I have neck issues and used to wake up with headaches and now I do not. ... Well, let me tell you that after the first week, no neck pain, no headaches, and sleeping through the night again.

MyPillow Migraines Testimonials excerpt shown on Google as of 2.12.16.png
74K