



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

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To: [REDACTED]@mypillow.com

Mike,

As we discussed earlier today, below and attached is a sampling of what our investigation team is still seeing as of today on the Internet in the way of deceptive and unsubstantiated health claims made either directly or indirectly by MyPillow. As you know, these claims, as well as any other unsubstantiated health claims made or endorsed by MyPillow, need to be removed from the Internet as soon as possible. We will continue to monitor. Please inform me as soon as you can when everything is down as time is of the essence.

### (1) My Pillow Website (see attached PDFs with highlights)

### (2) Facebook (claims are made either in the posts or in the comments):

- <https://www.facebook.com/MyPillow/posts/651283114900251>
- <https://www.facebook.com/MyPillow/posts/610128212349075>
- <https://www.facebook.com/MyPillow/posts/783856741642887>
- <https://www.facebook.com/MyPillow/posts/626128934082336>
- <https://www.facebook.com/MyPillow/posts/609874105707819>
- <https://www.facebook.com/MyPillow/posts/545416698820227>
- <https://www.facebook.com/MyPillow/posts/843837918978102>
- <https://www.facebook.com/MyPillow/posts/596717527023477>
- <https://www.facebook.com/MyPillow/posts/605327129495850>
- <https://www.facebook.com/MyPillow/photos/a.418323308196234.111510.148377421857492/885447878150439/?type=3>
- <https://www.facebook.com/MyPillow/posts/772336526128242>
- <https://www.facebook.com/MyPillow/posts/529738667054697>
- <https://www.facebook.com/MyPillow/photos/a.418323308196234.111510.148377421857492/814713581890536/?type=3>
- <https://www.facebook.com/MyPillow/posts/459731014055463>
- <https://www.facebook.com/MyPillow/photos/a.218093571552543.69300.148377421857492/1206919439336613/?type=3>
- <https://www.facebook.com/MyPillow/posts/779607538734474>
- <https://www.facebook.com/MyPillow/posts/592969434064953>
- <https://www.facebook.com/MyPillow/posts/351478774880688>
- <https://www.facebook.com/MyPillow/posts/593644893997407>
- <https://www.facebook.com/MyPillow/posts/481737055188192>
- <https://www.facebook.com/MyPillow/posts/766101903418371>
- <https://www.facebook.com/MyPillow/posts/176101872447267>
- <https://www.facebook.com/MyPillow/posts/615135455181684>
- <https://www.facebook.com/MyPillow/posts/605375126157717>
- <https://www.facebook.com/MyPillow/posts/617004081661488>
- <https://www.facebook.com/MyPillow/photos/a.209807512381149.60707.148377421857492/209807525714481/?type=3>
- <https://www.facebook.com/MyPillow/posts/458507400844491>
- [https://www.facebook.com/MyPillow/reviews/?ref=page\\_internal](https://www.facebook.com/MyPillow/reviews/?ref=page_internal) (health claims scattered throughout)

### (3) Twitter:

- <https://twitter.com/RightWingVet/status/679313757579837440>
- [https://twitter.com/CarrieJ\\_47/status/645082507222908928](https://twitter.com/CarrieJ_47/status/645082507222908928)

- <https://twitter.com/jmisgen/status/612283733874380800>
- <https://twitter.com/cherryhoffner/status/310054490252394497>
- <https://twitter.com/MyPillowUSA/status/342259142938996736>
- <https://twitter.com/MyPillowUSA/status/328145323346259970>
- <https://twitter.com/MyPillowUSA/status/327235768798027777>

**(4) Youtube:**

- <https://www.youtube.com/watch?v=uwyA-xs1y2E>
- <https://www.youtube.com/watch?v=4j-JRFaEmEs>
- <https://www.youtube.com/watch?v=7VGmclY7ev8>
- <https://www.youtube.com/watch?v=oQPLt-VQ4P4>
- <https://www.youtube.com/watch?v=3trqNAXhwGg>
- <https://www.youtube.com/watch?v=PqiRfzGQYBs>
- [https://www.youtube.com/watch?v=co4a\\_HMTXFk](https://www.youtube.com/watch?v=co4a_HMTXFk)
- <https://www.youtube.com/watch?v=A9Cpc2R0Bqw>

Sincerely,

**Laura Smith**

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[truthinadvertising.org](http://truthinadvertising.org) | [@TruthinAd](https://www.facebook.com/truthinad) | [facebook.com/truthinad](https://www.facebook.com/truthinad)

Keeping  
Ads  
Honest



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**2 attachments**



**MyPillow Testimonial Tab.pdf**

366K



**MyPillow Latest Testimonials 2:16.pdf**

6499K