



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

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

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Mike,

Thanks for the call last week. We've noticed that, since we talked on Thursday, you've made some progress in removing unsubstantiated health claims from MyPillow's marketing materials by deleting the health conditions from the MyPillow.com homepage and disabling some videos featured on the site. However, you have not yet disabled or deleted the numerous Benefits pages or Testimonials pages from the website (which contain a plethora of unsubstantiated, and thus illegal, health claims) as you had indicated you would do. Unsubstantiated health claims also appear in MyPillow's other marketing materials, including, for example, its social media pages.

To be clear, health claims made in customer testimonials require the same level of substantiation as health claims made directly by the company. See [16 CFR §§ 255.1\(d\) and 255.2\(a\)](#). Therefore, these claims must be removed as well.

If these claims are not removed by tomorrow, we will have to bring this to the attention of the Federal Trade Commission.

Sincerely,

Laura Smith
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