



June 17, 2016

VIA REGULAR MAIL AND EMAIL

Asma Ishaq, Co-Founder and President
Jusuru International, Inc.
1240 North Red Gum Street
Anaheim, CA 92806-1820
[REDACTED]

Re: Deceptive Marketing for Jusuru International Opportunity and Products

Dear Ms. Ishaq:

Thank you for your response to my June 7, 2016 letter. With respect to your assertion that Jusuru “maintains a rigorous and robust enforcement protocol by routinely web searching currently active internet sites for noncompliant advertising,” such a contention is belied by the multitude of inappropriate health and income claims that have been on the world wide web for years. Simply by Googling “Jusuru” and “arthritis,” “fibromyalgia,” or many other diseases of your choosing, you could have found a plethora of websites and social media posts and entries making false and deceptive claims, as shown by the numerous claims we collected in the database we provided (which only represents a sampling of these types of deceptive marketing claims; it is not meant to be a comprehensive list). As for income claims, search terms such as “Jusuru” and “Mercedes” or “success” will provide your compliance department with a starting point for income representations that do not comply with FTC law. (Again, the database of income claims we provided is only a sampling of such inappropriate claims, not a comprehensive list.)

Given your detailed representations that Jusuru is using its best efforts to address the issues we have raised, however, TINA.org is willing to currently withhold bringing these issues to the attention of the Federal Trade Commission assuming Jusuru fully corrects the issues described above and in my June 7, 2016 letter, and continues to take steps to ensure that there are no future misrepresentations. We will continue to closely monitor the marketing activities of Jusuru and its distributors in order to determine if/when appropriate government agencies need to be alerted.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive style with a large, looped "S" at the beginning.

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.