



June 6, 2016

VIA OVERNIGHT 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:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We have found that your company, Jusuru International, and its distributors are engaged in a deceptive marketing campaign for the Jusuru business opportunity and product lines.

Specifically, Jusuru distributors are making a multitude of unsubstantiated disease-treatment claims about Jusuru products, such as being able to treat, cure, or alleviate the symptoms of rheumatoid arthritis, osteoarthritis, neuropathy, cancer, psoriasis, diabetes, fibromyalgia, and sciatica. A sampling of these types of inappropriate health claims is available at <https://www.truthinadvertising.org/jusuru-health-claims-database/>.

TINA.org also found that Jusuru and its distributors are using deceptive income claims regarding the financial gains consumers will achieve by becoming distributors. For example, Jusuru advertises that its distributors can make a significant income and get a fully paid-for Mercedes Benz. Not only are such results not typical, but the marketing claims that boast atypical results are made without clearly and conspicuously providing appropriate income disclosures. A sampling of these types of inappropriate income claims is available at <https://www.truthinadvertising.org/jusuru-income-claims-database/>.

Based on this information, we intend to notify the Federal Trade Commission that Jusuru International and its distributors are engaged in a deceptive marketing campaign unless, by **June 14, 2016**, you show us that you have corrected the issues described above, taken steps to ensure that there are no future misrepresentations, and made every effort to alert Jusuru customers of these issues.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive style with a large, looped "S" and a small dot over the "i".

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