



December 2, 2016

Ms. Laura Smith, Esq.  
Truth in Advertising, Inc.  
PO Box 927  
Madison, CT 06443

Dear Ms. Smith:

Thank you for your letter dated 11/22/16 addressing specific health claims that were made by various people regarding LIMU products. We appreciate you bringing this information to our attention, and please know that at LIMU, not only do we take claims very seriously, but that has been the case since our inception 13 years ago.

From our CEO on down to our newest staff member, we are committed to being in full compliance with every industry regulatory requirement at all times. We have a full-time Compliance Department at LIMU that acts on issues like these on a regular basis. We monitor a wide variety of communication vehicles – including social media posts, websites, videos, blogs, etc. – to ensure LIMU Customers and Promoters are not making false claims. While we may not see every single claim that is made, we are constantly evaluating potential issues and we are diligent in addressing any problems aggressively with our field.

To that end, we are already in the process of addressing the specific examples you provided, some of which date back several years and include claims by people no longer with LIMU. Regardless of their origin, we have already removed a number of them and are taking appropriate action to assure that each one of these examples are removed from wherever they appear. With that in mind, we would respectfully ask that the LIMU post on the TINA website be taken down.

We share your values and agree with your position regarding claims, and if you would alert us directly on these types of issues, before anything is posted on your TINA website, we would appreciate it and can more quickly resolve them.

Thank you again for bringing this information to us.

A handwritten signature in blue ink, appearing to read "Ryan Barson", with a long horizontal flourish extending to the right.

Ryan Barson  
Senior Vice President

cc: Joseph Mariano, President, Direct Selling Association  
Jared O. Blum, Esq., DSA Code of Ethics Administrator

