



World Headquarters
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November 28, 2016

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

Via US Postal Service

Dear Ms. Smith,

Thank you for your letter dated November 22 with respect to certain health claims being made on social media. I have reviewed all the samples you have brought to our attention and none of them are being made directly by Stemtech International.

We have already begun the process to identify individuals who are making improper claims, as part of our ongoing effort to police our Independent Distributor database for compliance with our Policies & Procedures.

We appreciate the work that TINA.org is doing to help police the direct selling industry and protect consumers against misleading advertising.

Best Regards,

Ray C. Carter, Jr.
President & CEO

