

December 6, 2016

Truth in Advertising, Inc.
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XANGO

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Dear Ms. Smith,

We are in receipt of your letter dated November 22, 2016, regarding concerns of inappropriate health claims being made in relation to XANGO's products. We appreciate the opportunity to address all such concerns and want to communicate that the company takes these matters very seriously. We are cognizant of the need to continually endeavor to ensure accurate, truthful advertising in relation to our products especially in light of recent developments in the industry.

As such, please know that XANGO has already been investigating each of the claims in question. We have already been identifying the distributors associated and will timely and appropriately address all inappropriate claims in order to effectively continue the company's ongoing efforts to ensure compliance with the law and encourage truth in advertising that your organization admirably promotes.

Please don't hesitate to reach out if TINA has additional or ongoing concerns as we readily recognize the benefit of continued dialogue regarding such concerns and appreciate the opportunity to address them.

Sincerely,



Jeff Ranson, Director
Distributor Education & Conduct Department/Regulatory Compliance
XANGO

