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## Nerium (TINA) - 06.08.17

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**Jared Blum**

Thu, Jun 8, 2017 at 8:42 PM

To: Eric Haynes

Cc: Thomas Pahl, Mary Engle, Lois Greisman, Ken Paxton, Jeff Olson, Ken Paxton, Laura Smith, Bonnie Patten

Mr. Eric Haynes  
General Counsel  
Nerium International

Dear Mr. Haynes,

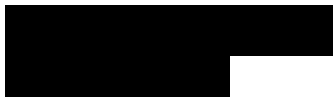
As the Code of Ethics Administrator for the Direct Selling Association, I have received attached complaint from Truth in Advertising, Inc. (TINA). Based on the information available it appears that a number of allegations may fall under the jurisdiction of Section A.2 or A.8 of the DSA Code of Ethics. These allegations raise very serious issues and my office will review not just your response to the complaint filed by TINA but will independently assess elements of your website to ensure its compliance with the DSA Code of Ethics. I would appreciate your reviewing this matter and informing me **and the complainant** of your response to the complaint within the next 30 days.

**Last year the DSA Code of Ethics was amended to clarify and strengthen certain provisions. In addition, the DSA Board has requested this office issue an annual report that will be available to the public and which will list company code compliance rates, including timeliness of response.**

I can be reached at [REDACTED] if you wish to discuss this complaint. Thank you for your cooperation.

Sincerely,

**Jared O. Blum**  
**DSA Code Administrator**



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### 2 attachments



DSA1.jpg  
3K

 TINA complaint Nerium.pdf  
114K