



December 27, 2017

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

Dear Ms. Smith:

Thank you for your letter dated 12/18/17 addressing LIMU related issues. We appreciate you reaching out to us as well as other MLM companies. Like other good companies in our industry, we are members of the DSA and strive to adhere to high standards, including being 100% correct in the information we share and the products we market. We endeavor to be compliant, so we take the issues you raise very seriously.

All of us at LIMU 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 constant 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 misleading claims. We also endeavor to ensure that our communication from LIMU corporate is also compliant as well as correct. While we may not see every single claim that is made by our Independent Promoters and Customers, we are constantly evaluating potential issues and are diligent in addressing any problems aggressively with our field.

To that end, we have already addressed the issues you raised with regard to our website. We have also reached out to a few of our Independent Promoters regarding the social media posts you found. Many of these posts had either already been removed as they were years old, or the pages taken down, or we had already taken compliance action regarding these former Promoters and their posts. Regardless of their origin or age, we are taking appropriate action to assure that each one of these examples are corrected or removed wherever they appear. With that in mind, we would respectfully request that the LIMU post and links 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 black ink, appearing to read "Ryan Barson", with a long horizontal line 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

