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## Re: Deceptive Marketing for New Earth Business Opportunity

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Justin Straus [REDACTED]  
To: Alexandra Carlton  
Cc: Jerry Anderson [REDACTED]

Wed, Dec 20, 2017 at 9:54 AM

Hello Alexandra,

I received this message regarding our marketing claims.

We do take these complaints seriously and hold ourselves, and our independent associates to the highest standards when it comes to representing our products and our opportunity.

We will work to address your concerns in order to reach a satisfactory resolution for our opportunity claims.

Once we have reviewed and made the necessary changes, what's the best way to proceed in working with TINA for a positive outcome?

Thanks for your help,

Justin Straus  
Director of Marketing  
New Earth Life Sciences Inc.

----- Forwarded message -----

From: Jerry Anderson [REDACTED]  
Date: Mon, Dec 18, 2017 at 1:18 PM  
Subject: Fwd: Deceptive Marketing for New Earth Business Opportunity  
To: Justin Straus [REDACTED], Nicole Morgan [REDACTED]  
Cc: Bilal Ruknuddeen [REDACTED], Kevin Larson [REDACTED]

TINA investigated income claims for all DSA companies recently. They named NE as a company with inappropriate income claims.

Justin, please take the lead on this and get back to TINA today letting them know that we will look into this immediately. Here is the link with problematic NE income claims. Let's look at each claim and respond to TINA and DSA.

<https://www.truthinadvertising.org/new-earth-income-claims-database/>

Thanks,

Jerry Anderson  
New Earth