



Anna Zornosa, CEO
Ruby Ribbon, Inc.
856 Mitten Road Suite 104
Burlingame, CA 94010

December 20, 2017

Ms. Laura Smith
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Dear Ms. Laura Smith,

This note is to confirm that we are in receipt of your letter to Ruby Ribbon dated December 18, 2017. While we do not agree with the conclusions stated in your letter, we do take matters like this very seriously and we are carefully investigating the references noted in your letter. We are constantly reviewing our practices and training to ensure we are in compliance with all applicable laws and to ensure we are not involved in any way with unsubstantiated claims that are inappropriate or misleading. Non-compliant business practices are contrary to our values, so we are looking forward to partnering with your organization in the evolution of this topic.

We anticipate being able to provide you with a more detailed update before the end of the year, or at a minimum, an update on the status of our investigation. Until then, best wishes for a wonderful holiday!

Best regards,

/s/ Anna Zornosa
Chief Executive Officer

Cc:
Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator

RUBY RIBBON™

Anna Zornosa, CEO
Ruby Ribbon, Inc.
856 Mitten Road Suite 104
Burlingame, CA 94010

January 2, 2018

Ms. Laura Smith
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Dear Ms. Laura Smith,

This letter is written as an updated response to the letter received from you by the Truth in Advertising, Inc. which we received on December 18, 2017. Our initial response to you was dated December 20, 2017.

Upon receipt of your letter, we reviewed the claims list and noted that many of them, or 19 Facebook posts from Independent Stylists, were made on their personal profile pages, some of which are not easily identifiable as stylists in our database (i.e. post from Bra Free Brit from 2015 has no name associated with it). Nevertheless, we are contacting each responsible person that we can identify, and requesting that any income claims be either removed from the internet or edited to exclude the income claim. We will also take it upon ourselves to provide additional training to stylists, so that they are aware and sensitive to possible troublesome language when providing their testimonials and presenting the income opportunity. In addition to this, we have now updated our website, to include a clear and visible link to our Income Disclosure Statement (IDS) for 2016. We will also update our opportunity materials and videos to reference this IDS statement when discussing the earning opportunity at Ruby Ribbon, Inc and will provide additional training to stylists to do the same. The IDS for 2017 should be posted by the end of Q1 2018.

We value the partnership you have extended in helping us identify these older problematic posts. This effort will undoubtedly result in the strengthening of our messaging. We're committed to creating profitable business opportunities for women and our practices – including that she is not required to purchase the product that she sells (she sells from samples) and that she is never paid on another stylist's sample purchases – reflect these goals.



We will work with you and other parties to provide truthful and transparent insight about earnings, as part of our larger belief that we succeed only when the stylist succeeds.

Best regards,

A handwritten signature in black ink, appearing to read "Anna Zornosa".

Anna Zornosa
Chief Executive Officer

Cc:

Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator