

---

## Re: Deceptive Marketing for SAS SPURILLA Business Opportunity

---

StacyLynn Ellis [REDACTED]

Mon, Dec 18, 2017 at 4:37 PM

To: Alex Carlton

Cc: Laura Smith

Alex and Laura,

I appreciate more than you both may realize that someone is advocating for consumers and keeping MLM's in line when it comes to false claims.

We take the DSA code of Ethics very seriously and train to this very topic frequently. We have also have a section dedicated within our Policies and Procedures and our Terms of Use, stating claims to income are not permitted. We do however speak in terms of the potential a Stylist has based on her business focus and goals for goal setting purposes.

I've read over the links you have provided and I do not see where we have advertised a false income claim. Furthermore, some of these were from two and three years ago when we first launched as a company.

Wouldn't it be nice if instead of putting a public claim against a small company like ours on the internet, that you took a more proactive, positive role? Reach out and give us a heads up and an opportunity to clear up any issues you find with our social media claims. Those who don't give you the merit you're looking for can then be targeted publicly and those who take action and concern could be spared.

This really feels like an attack and I'm not sure what to do with this or how to fix it. You do not know me, my company or our mission. If you did you would understand why *your claim* is so offensive.

I have included Nancy Burke with the DSA. She may be very aware of your organization but if not, I think they should be aware of your actions. I will also welcome any constructive advise they can provide to be a better DS company as we continue to grow.

Thank you



StacyLynn Ellis

CEO and Founder

SAS SPURILLA, LLC

"I Appreciate Efforts, But Expect Results"

[www.sasspurilla.com](http://www.sasspurilla.com)

