



January 26, 2018

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

cc: Jared Blum
DSA Code of Ethics Administrator
Direct Selling Association
1667 K Street N.W., Suite 1100
Washington, D.C. 20006-1600

RE: AdvoCare International, LP's Response to TINA.org's Letter Dated December 18, 2017

Dear Ms. Smith:

Thank you for your letter dated December 18, 2017, alleging some nineteen (19) internet posts contain false and unsubstantiated income claims about the AdvoCare business opportunity. AdvoCare takes all complaints brought to our attention very seriously, and we appreciate you bringing these posts to our attention. We hope the following response, with appendices, addresses your concerns.

AdvoCare's Policies to Address Unsubstantiated Claims

The Independent Distributors (Distributors) selling AdvoCare products are required to adhere to the AdvoCare Policies and Procedures (Policies). As a proud member of the Direct Selling Association (DSA), these procedures¹ intentionally comply with DSA's Code of Ethics as they relate to unsubstantiated income claims.

Distributors must be truthful, ethical in representing AdvoCare products, and must comply with all local, state and federal laws.² Distributors receive training on the use of internet and social media to promote AdvoCare's products and business opportunity. Amongst other rules, Distributor-created content must comply with the Policies, be current and up to date, and be removed if found to be non-compliant.³ Distributors who fail to comply with the Policies are subject to disciplinary action including possible termination of their Distributorship.⁴ Internally, AdvoCare Corporate holds itself to the same standards it holds of its Distributors and is constantly monitoring and updating its content.

¹ See Appendix 1.

² See AdvoCare Policies and Procedures (AP&P) 7.3, 7.4, 7.6, 10.1, 10.2, 10.4, and 10.14.

³ See AP&P 10.4, 10.6, 10.14, 10.26, 10.27, and 10.29.

⁴ See AP&P 11.2

AdvoCare's Enforcement of its Policies, in General

The AdvoCare Business Ethics Team (BET) is responsible for receiving and investigating complaints concerning allegations of Distributor Policy violations. BET utilizes Momentum Factor's FieldWatch Software to scan the internet and social media to identify potential violations of the Policies. In addition to FieldWatch, BET investigates other complaints received and gathers any information concerning potential violations. Complaints can originate from various internal (IT, Customer Service, Will Call) and external (Distributor, customer, DSA, BBB, regulatory agencies, and third party complaints) sources.

BET will investigate the complaint, review all documentation collected, conduct witness interviews as applicable, and communicate with any affected Distributor(s). In the case of improper product claims, BET will (1) require the distributor to remove the non-compliant post, (2) educate the distributor on the applicable Policies, (3) sanction the Distributor for the violation, taking into consideration the nature of the violation and any prior disciplinary history, and (4) document the action taken. When the initial inquiry originates with a third party (such as in the current instance) the third party is notified of the investigation results and actions taken by AdvoCare.

AdvoCare's Enforcement Response to Your Letter

A review of your website indicated eleven (11) posts from AdvoCare Corporate (website, Youtube or Facebook) and eight (8) to its Distributors. A BET investigator reviewed each Distributor post, conducted research to determine the origin of the post, determined if the author was a current/former Distributor, contacted each Distributor to remove the non-compliant material, sanctioned current Distributors as applicable, and documented the investigation. AdvoCare's legal team reviewed each Corporate post and required edits or removal from public view of all materials cited.

The dates of the posts range from 2010 to 2017, and the majority occurred prior to 2015. The information below summarizes AdvoCare's investigation and subsequent enforcement actions:

##	Detail	Summary of Action Taken	App. 2 Item Ref. #
7	Posts made in 2014-2016 on the Corporate website or Youtube.	Each post has been edited or replaced by updated content. Old content has been archived.	Corporate C4-C8, C10-C11
4	Posts made in 2010-2016 on the Corporate Youtube or Facebook.	Each post has been edited or replaced by updated content. Old content has been archived.	Corporate C1-C3, C9
8	Posts made by Independent Distributors.	BET investigated each post, disciplined or educated the Distributor and verified Distributor removed the post. One post was not found.	Distributor #D1-D8
19	TOTAL		

CONCLUSION

We appreciate your cooperation as we continue to monitor and enforce Distributor compliance with the Policies. If you have any concerns about our response, please contact the undersigned.

Respectfully,

A handwritten signature in black ink that reads "Dick Laurin". The signature is written in a cursive style with a large initial "D".

Dick Laurin
Director, Business Ethics
AdvoCare International, L.P.

RKL/jr
Attachments

cc: Jared Blum
Joseph Mariano