



February 16, 2018

VIA OVERNIGHT MAIL

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

Regarding: Your letter dated December 18th, 2017 – Arbonne International

Dear Ms. Smith,

We have received your letter dated December 18th, 2017. We take these allegations very seriously and are investigating your claims. It is important to us that you know Arbonne remains fully committed to abide by the DSA Code of Ethics, and we will take appropriate action as warranted. We always welcome feedback and appreciate anyone bringing to our attention any claims suspected of being false or misleading so that we may review and address accordingly.

Very truly yours,

Bernadette M. Chala
Sr. Vice President, Legal and Compliance
Arbonne International, LLC