



December 20th, 2017

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

Dear Ms. Smith,

We were made aware via a third party a letter was placed on your company website addressed to the CEO of 137 Direct Selling companies of which Team National was one. The letter dated December 18th, 2017 in bold text states, VIA EMAIL. Please be advised neither the CEO of Team National nor any other company executive received a letter from Truth in Advertising, Inc., either via email or, mail. We take very seriously the allegations in the letter forwarded to us and are seriously investigating these claims.

The letter states in part, your organization "investigated" every member of the 107-year-old prestigious Direct Selling Association as of November 29th, 2017 and believes 97% of the companies are making or have made false claims ranging from reaching financial freedom to being able to quit a job, stay at home with children and make unlimited income. Further stating: "We found that Team National is one of the companies at issue"; and provided a link to your findings. We respectfully disagree with your depiction of our company and the Direct Selling industry. Team National is proud to be affiliated with the Direct Selling association and 20 million plus Direct Selling consultants in the U.S. and the link provided in your letter routed to truthful, accurate personal Success stories of Independent Marketing Directors with Team National.

Team National and our consultants abide by the Direct Selling Associations Code of Ethics that requires all members to make truthful and non-misleading claims about all products and earnings claims. There are no exceptions. Additionally, Team National has both in-house and outside Social Media compliance staff tasked with monitoring consultant activities and documenting notifications of violations and terminations. Further, the DSA Code is monitored by an independent administrator who is empowered to evaluate any complaints and reflects the FTC guidance for earnings representation and sales practices under section 5 of the FTC Act, which is critical legal standard in prohibiting misleading or deceptive behavior.

We are working with the DSA and its independent Code administrator to review and address your concerns. We welcome further dialogue between Team National, TINA and the DSA.

Respectfully,


Eileen Ryan
Vice President of Compliance