



May 25, 2022

**VIA EMAIL**

Karen Morris, General Counsel  
Juice Plus+ Company, LLC  
140 Crescent Drive  
Collierville, TN 38017-3374  
karen.morris@juiceplus.com

Re: Deceptive claims made by Juice Plus+ distributor

Dear Ms. Morris:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising.

A consumer recently informed TINA.org that Juice Plus+ distributor and National Marketing Director Ashley Hudson is making deceptive health claims on her social media accounts to promote company products. TINA.org reviewed Ms. Hudson’s materials and confirmed this information to be true. As you know, the use of deceptive health claims and unsubstantiated disease-treatment claims to promote products are not permitted by law. In fact, TINA.org has already reached out to Juice Plus+ about this very issue, as well as its use of deceptive income claims to promote the business opportunity.<sup>1</sup>

I trust that your company will take immediate action to effectuate the removal of this distributor’s deceptive claims regarding Juice Plus+, as well as any others that may exist.<sup>2</sup> If such action is not taken, TINA.org may notify regulatory agencies of these findings.

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<sup>1</sup> See Nov. 22, 2016 letter from TINA.org to Juice Plus+, available at [https://truthinadvertising.org/wp-content/uploads/2022/05/11\\_22\\_16-ltr-to-Juice-Plus-re-health-claims.pdf](https://truthinadvertising.org/wp-content/uploads/2022/05/11_22_16-ltr-to-Juice-Plus-re-health-claims.pdf); Dec. 18, 2017 letter from TINA.org to Juice Plus+, available at [https://truthinadvertising.org/wp-content/uploads/2022/05/12\\_18\\_17-ltr-to-Juice-Plus-re-income-claims.pdf](https://truthinadvertising.org/wp-content/uploads/2022/05/12_18_17-ltr-to-Juice-Plus-re-income-claims.pdf).

<sup>2</sup> By only identifying Ms. Hudson in this letter, TINA.org is not suggesting that she is the only distributor engaged in deceptive marketing for Juice Plus+; simply that her marketing materials were brought to our attention.

If you have any questions, please do not hesitate to reach out.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive, flowing style.

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.