



Laura Smith <lsmith@truthinadvertising.org>

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## Claims made by Juice Plus+ distributor

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Todd White <Todd.White@juiceplus.com>

Fri, Jun 3, 2022 at 2:19 PM

To: "lsmith@truthinadvertising.org" <lsmith@truthinadvertising.org>

Cc: Karen Morris <Karen.Morris@juiceplus.com>, Pam Teeling <Pam.Teeling@juiceplus.com>

June 3, 2022

VIA EMAIL

Laura Smith, Esq.

Legal Director

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Re: Claims made by Juice Plus+ distributor

Dear Ms. Smith:

We are following up with you today regarding your letter dated 5/25/2022 referencing Ashley Hudson's social media accounts.

Thank you for bringing this consumer's complaint to our attention. The Juice Plus+ Company takes compliance seriously. We pride ourselves on presenting both our products and our business to consumers in an honest, authentic way, by taking significant efforts to not only train our independent business partners but also to monitor their online activities to ensure they reflect our values and intentions.

Upon receipt of your letter:

- We quickly engaged our full compliance resources to track down the non-compliant posts.
- We are using FieldWatch, our online monitoring tool, to assist us in this effort.

We have reviewed the social media platforms Instagram, Twitter and Facebook for Ashley Hudson.

Our review of her accounts did find some content that was not in compliance with our rules, so we requested that Ms. Hudson remove such content and also re-enforced with her the importance of compliance with our rules. We have confirmed the non-compliant content has now been removed.

We fully recognize the concerns of TINA.org and appreciate you bringing this matter to our attention. We consider ourselves a good company and a good actor and will always work diligently to maintain an environment that is not misleading to consumers.

We hope this response addresses your concerns and demonstrates our commitment to ensuring our sales field compliance with our values and our messaging.

Please do not hesitate to let us know if you require any additional information.

Respectfully,

Todd White

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THE *Juice* PLUS+ COMPANY

