



Re: Deceptive Marketing Campaign for Ghost Energy Drinks and Supplements

Laura Smith <lsmith@truthinadvertising.org>
To: Daniel Lourenco <dan@ghostlifestyle.com>

Wed, Dec 14, 2022 at 12:47 PM



Dan,

Thank you for your email. The concerns we have regarding Ghost's marketing are clearly laid out in the warning letter we sent to you (at emails that were publicly available on the internet), as well as the letter we sent to the FTC and FDA, both of which I've re-attached here. Your position that Ghost ensures that it does not market to people under 18 is belied by its current marketing, which includes, for example, its products that co-brand with and mimic the packaging of candy brands popular among children, its FaZe Clan partnership, its sponsorship of a high school football team, and its social media marketing. Other significant issues, as explained in the letters, are Ghost's use of unsubstantiated and unapproved health claims, as well as its use of deceptive influencer marketing. I would be happy to engage in a dialogue with you and your team but ultimately the issue is whether Ghost will do the right thing and cease its deceptive marketing. If Ghost does rectify its marketing to address these concerns, we would absolutely inform and update the FTC and FDA.

Sincerely,

Laura Smith
Legal Director
203-421-6210
lsmith@truthinadvertising.org



On Tue, Dec 13, 2022 at 2:04 PM Daniel Lourenco <dan@ghostlifestyle.com> wrote:

[Quoted text hidden]

2 attachments

12_12_22 Ghost complaint to FTC and FDA.pdf
1636K

 12_2_22 Ghost Warning Letter.pdf
1643K