

VIA EMAIL AND US MAIL

February 22, 2024

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

Dear Ms. Laura Smith, Esq.:

Forever Living Products (“FLP”) is in receipt of your email and attached letter dated February 14, 2024 on behalf of Truth in Advertising, Inc. (“TINA.org”), entitled “Deceptive Income Claims Used to Market the Forever Living Business Opportunity”.

We thank you for bringing to our attention the alleged unsubstantiated income claims as defined in your letter made by individuals who are, or have been, or may claim to be associated with FLP. At FLP, customer and distributor complaints related to non-compliant claims are treated with the utmost seriousness. FLP is deeply committed to transparency and compliance to ensure that its distributors on a world-wide basis are making truthful and accurate statements presented in a manner that is not false, deceptive, or misleading.

FLP is committed to maintaining a compliant business environment and ensuring that employees and distributors are consistently adhering to legal and regulatory requirements, as well as our own policies and guidelines. To achieve this goal, FLP utilizes the third-party entity, FieldWatch, as a monitoring tool to assist in identifying, addressing and documenting non-compliant claims made by our independent distributors. However, our dedication to compliance extends beyond FLP’s utilization of FieldWatch. FLP has implemented a Compliance Policy to identify and address non-compliant claims. Our comprehensive monitoring activities include, but are not limited to, (i) regular review and audit of FLP official social media channels, distributor websites, distributor social media accounts, and promotional content to ascertain their compliance with our established policies and guidelines, and (ii) prompt response to any notice of a problematic income claim or medical claim.

In cases where non-compliant claims are identified, FLP is committed to implementing appropriate remedial actions to ensure compliance and to uphold our ethical standards. These remedies may include, but are not limited to, (i) addressing non-compliant claims on social media by working with the distributor to revise and/or remove a problematic post; (ii) providing training and education to ensure a clear understanding of our policies; and (iii) issuing warnings and corrective actions to ensure distributors understand the seriousness of our compliance requirements; and (iv) in instances where a distributor will not revise or remove a posting or continues to engage in repeated or severe non-compliant activities, FLP will suspend and/or terminate the distributor. FLP ensures that the

aforementioned compliance mechanisms are applied consistently regardless of the distributor's ranking or time spent with Forever so that preferential treatment is not granted to certain distributors. By implementing these monitoring and remediation measures, FLP aims to maintain a compliant and ethical business environment, protecting the interests of our distributors, customers, and the reputation of FLP. FLP is dedicated to fostering a culture of compliance and accountability among all members of our organization.

For the avoidance of any doubt, FLP has commenced a thorough review of each of the alleged unsubstantiated income claims defined in your letter and will address each in accordance with our Compliance Policy to ensure compliance with legal and regulatory requirements and our own Company Policy which outlines certain prohibited activities.

Please do not hesitate to contact me if you have any questions or require any additional information regarding this matter.

Sincerely,



Darin Reber
Executive VP & General Counsel
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