



February 22, 2024

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
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Re: Deceptive Income Claims Used to Market the Young Living Business Opportunity

Dear Laura Smith, Esq.,

Thank you for reaching out and sharing your concerns with us as set forth in your February 14, 2024 letter. We appreciate the opportunity to address the issues raised regarding the promotion of our business opportunity by Young Living brand partners. We are fully committed to maintaining the highest levels of transparency and integrity in all that we do.

Upon reviewing the specifics of your letter, we have taken swift action to correct any practices that may not meet the legal standards required. This includes the removal of certain claims from our independent brand partners' websites and embarking on a targeted educational initiative to reinforce the importance of adhering to both legal and ethical advertising standards among those involved.

We take the concerns brought to our attention by Truth in Advertising, Inc. (TINA.org) very seriously and are actively working towards resolving them. Our focus is on both rectification and the ongoing education of our brand partners and field representatives to ensure that they are fully versed in compliant and ethical promotion techniques.

As leaders in our industry, Young Living is committed to setting a positive example by further enhancing our educational and monitoring efforts. We aim to ensure that all our brand partners exemplify compliance and ethical behavior, reflecting our core values in every aspect of their business dealings. We recognize the critical role that TINA.org plays in safeguarding consumer interests and are earnestly working to ensure our practices meet the highest possible standards of compliance and ethical conduct.

We are grateful for your diligence in bringing these matters to our attention and want to reassure you of our ongoing commitment to not just meet but exceed compliance and ethical standards in the promotion of our business opportunity.

Thank you once again for your valuable feedback. We are taking proactive steps to ensure our continued improvement and compliance in all areas of our business.



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