



October 9, 2015

Via Email

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

RE: Jeunesse, LLC Business Opportunity and Product Advertising

Dear Ms. Davis:

Thank you for your response to my last letter. Jeunesse takes any complaint seriously and we appreciate being notified of any questionable materials or statements related to the company.

Jeunesse has a compliance group that regularly monitors for any type of health claims that might be made by one of its distributors. This group has successfully had dozens of claims or sites taken down just in recent weeks, and has also suspended or terminated numerous distributors who did not comply with such requests. The compliance department also continuously monitors for income claims and works to have them taken down to the extent they are inconsistent with current law or regulation. Finally, the company is currently undergoing an extensive review of its overall compensation plan and income disclaimers to ensure that the documentation is in line with FTC law and accurately portrays the income potential to consumers.

As noted previously, monitoring and compliance is a dynamic and ongoing process for any company. In an effort to further bolster its future compliance efforts, Jeunesse is in the process of adding new fulltime employees to the compliance group in the coming weeks.

Sincerely,

Greg Hogenmiller  
Deputy General Counsel