



September 30, 2015

VIA EMAIL

Greg Hogenmiller
Deputy General Counsel
Jeunesse Global LLC
[REDACTED]

Re: Deceptive Marketing for Jeunesse Business Opportunity and Products

Dear Mr. Hogenmiller:

Thank you for your response to my September 25, 2015 letter. First, as a point of clarification, TINA.org's investigation revealed that deceptive income claims are being made not only by Jeunesse distributors but also by the company itself. I trust that you do not need guidance in finding company publications and/or documents making income claims.

Second, Jeunesse's claim that it "engages in proactive monitoring" and has in place "a robust process for investigating and addressing non-compliance" is belied by the multitude of inappropriate health and income claims that have been on the world wide web for years. Simply by Googling "Jeunesse" and "cancer," or "gout," or "psoriasis," or "diabetes," or any other disease of your choosing you will find a plethora of websites and social media posts and entries making false and deceptive claims. As for income claims, search terms such as "Jeunesse" and "millionaires" will provide your compliance department with a starting point for income representations that do not comply with FTC law.

Given your representation that Jeunesse will make its best efforts to address the issues we have raised, TINA.org is willing to withhold bringing these issues to the attention of the FTC if Jeunesse fully corrects the issues described above and in my September 25th letter, takes steps to ensure that there are no future misrepresentations, and makes every effort to alert Jeunesse customers of these issues by **October 9, 2015**.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive style with a large, looped "S" and a small dot above the "i".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.