



January 19, 2016

VIA EMAIL

Chrysse Spathas
Vice President, Commercial Standards
ABC, Inc.
77 West 66th Street
New York, NY 10023-6298
[REDACTED]

Re: Deceptive Prevagen Commercials Airing on ABC

Dear Ms. Spathas:

It has come to our attention that ABC is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given ABC's policy to present advertising that is truthful and not misleading or deceptive, we knew that ABC would want TINA.org to bring this matter to your attention.² Furthermore, based on ABC's practice of vetting commercials, including reviewing documentation and verifying all claims made, we trust that ABC will take a closer look at the Prevagen ads. We are confident that a thorough review of these ads will lead ABC to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² ABC Television Network, Advertising Standards and Guidelines, <http://abcaccess.com/wp-content/uploads/2014/07/2014-Advertising-Guidelines-.pdf>.

If you have any questions or would like further information about our investigative findings, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "L Smith". The signature is written in a cursive style with a large initial "L" and a period after "Smith".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC