



January 19, 2016

VIA EMAIL

Randall L. Hoth
President, Chief Executive Officer
BBB of Wisconsin
10019 W. Greenfield Ave.
Milwaukee, WI 53214
[REDACTED]

Re: BBB's A+ Rating of Quincy Bioscience LLC

Dear Mr. Hoth

I write to inform you of a false and deceptive marketing issue concerning Quincy Bioscience LLC, a Wisconsin company that currently has an A+ rating with the BBB.¹

Specifically, Quincy Bioscience sells and markets the alleged brain supplement, Prevagen, and claims that 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 – there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim.²

Awarding this company an A+ rating gives consumers the mistaken impression that the company is honest and trustworthy when, quite simply, it is not. Such a positive rating by the BBB only adds to the deception. In light of the BBB's commitment to sound advertising and creating a community of trustworthy businesses, we trust the BBB will re-evaluate its rating of Quincy Bioscience and do whatever else is necessary to dispel the notion that the BBB fully supports Quincy Bioscience's marketing practices.

¹ <http://www.bbb.org/wisconsin/business-reviews/biomedical-products-research/quincy-bioscience-in-madison-wi-1000011118/>.

² 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](#).

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.
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