



Letter from Adore Me, Inc.

Laura Smith <lsmith@truthinadvertising.org>

Mon, May 9, 2016 at 9:59 AM

To: "Tsai, Jeff" [REDACTED]

Jeff,

Thank you for your email. To be clear, TINA.org's only "demand" is that Adore Me follow the law, including, but certainly not limited to, ROSCA. I trust you would agree that such a request is not unreasonable. The company's contention that it has "worked very hard . . . to make clear and conspicuous disclosures about its VIP Membership at multiple places" is belied by the fact that hundreds of consumers have complained that they were charged through a negative option feature that they had not expressly consented to, and then there is great difficulty stopping the recurring charges. As such, we would once again urge the company to immediately remediate its negative option marketing. And if Adore Me needs guidance as to what the terms should look like, it can begin by reviewing section 4 of ROSCA and the half dozen or so legal actions that have been taken pursuant to that law.

As for the week timeframe, the deceptive marketing and business practices we have raised with Adore Me should never have been used in the first place and their continued use deceives consumers on a daily basis. A week is ample time to make edits to a website or even temporarily suspend advertising that is deceptive while changes are being made.

Because we see no noticeable changes to the company's deceptive marketing practices, we are going forward with our complaint letters to regulators. We will copy you on the letters.

Sincerely,

Laura Smith
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