



June 17, 2016

**VIA REGULAR MAIL AND EMAIL**

Steve Tew, President and CEO  
4Life Research, LLC  
9850 South 300 West  
Sandy, UT 84070  
[REDACTED]

Re: Deceptive Marketing for 4Life Research Products

Dear Mr. Tew:

Thank you for your response to my June 7, 2016 letter. First, with respect to your assertion that 4Life takes “tremendous efforts” to monitor its distributors’ compliance with the law, such a contention is belied by the multitude of inappropriate health claims that have been on the world wide web for years. Simply by Googling “4Life” and “autism,” “cancer,” “HIV,” or many other diseases of your choosing, you could have found a plethora of websites and social media posts and entries making false and deceptive claims, as shown by the numerous claims we collected in the database we provided you (which only represents a sampling of these types of deceptive marketing claims; it is not meant to be a comprehensive list).

However, given your representations that 4Life is using its best efforts to address the issues we have raised, TINA.org is willing to currently withhold bringing these issues to the attention of the Federal Trade Commission assuming 4Life fully corrects the issues described above and in my June 7, 2016 letter, and continues to take steps to ensure that there are no future misrepresentations. We will continue to closely monitor the marketing activities of 4Life and its distributors in order to determine if/when appropriate government agencies need to be alerted.

Second, with respect to your assertion that TINA.org’s story entitled “DSA Award Winners are Ethics Code Violators” misstates the number of warning letters 4Life had received by 2014, we have updated the story to properly reflect that 4Life or its distributors had received two letters – one from the FDA and one joint letter from the FDA and FTC – pertaining to unsubstantiated disease-treatment marketing claims about its products by 2014. The story is available at <https://www.truthinadvertising.org/dsa->

[award-winners-ethics-code-violators/](#). Thank you for bringing this to our attention as we always want to present accurate and up-to-date information to our readers.

We look forward to receiving your next update on June 21, 2016.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive, flowing style.

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