

FOREVER
LIVING



PRODUCTS
INTERNATIONAL, LLC

December 15, 2016

Ms. Laura Smith, Esq.
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Dear Ms. Smith,

We are in receipt of your letter dated November 22, 2016 entitled "Forever Living Products' Deceptive and Illegal Health Claims".

We would like to thank you for bringing to our attention these 19 specific instances of inappropriate health claims made by individuals who are or were associated with Forever Living Products. We agree with your assessment that these instances are indeed deceptive, completely unacceptable and represent clear violations of our Company Policies.

Our preliminary investigation has revealed that 13 of the 19 are created by individuals who are known to us, the remaining 6 do not have enough identifying information to make a determination as to the authorship. Our investigation of those 6 is ongoing. Of the 13 that are identifiable, each has received a warning letter and we are following up with each individual to ensure the offending material is removed. We have escalation procedures in place that lead to suspension and termination for those who refuse to comply.

The attached chart shows further detail on the state of our investigation, including the date on which the material was either created or posted, the country of origin and the type of posting (whether personal blogsite, Facebook or other social channel).

TINA Link	Date of Post	FBO Name	ID#	Level	Country	Comments
Arthritis 1	Mar-12	Susan Peto	001-002-218-755	RM	United States	
Arthritis 2	Unknown	Unknown	Unknown	Unknown	Unknown	Introduction of Forever Freedom
Cancer, Chrohn's, and more	Oct-13	Gyana Ranjandas	910-004-207-823	S	India	FB Page
Asthma	Unknown	Subhash Bhatnagar	Unknown	SM	India	Product Testimonial Video
Autism	Unknown	Unknown	Unknown		United Kingdom	Product Testimonial Video
Cancer 1	Dec-10	NOT AN FBO	NOT AN FBO	NOT AN FBO	NOT AN FBO	Non-Forever, Non-FBO site
Cancer 2	Jun-14	Absalom Kgono	270-000-522-366	S	South Africa	Personal Blogsite
Cancer 3	Mar-11	Reena Kotak	440-100-554-330	AS	United Kingdom	Personal Blogsite
Cancer 4	Apr-14	Trinidad Dubouzet Deguia	001-002-454-366	AS	United States	FB Page
Cancer 5	Unknown	Gwendoline Manka	001-002-446-939	AS	United States	Product Testimonial Video
Cerebral Palsy	1990s?	Unknown	Unknown	Unknown	Unknown	Dusty Green Video
Diabetes 1	Oct-13	Gyana Ranjandas	910-004-207-823	S	India	FB Page
Diabetes 2	Feb-16	Svetlana Andriyenko	200-002-451-762	AM	Canada	FB Page
Lupus	Jun-15	Nataie Weaver	440-500-056-315	AS	Australia	FB Page
Multiple Sclerosis	Jul-05	Annette Lumley	440-100-360-002	RM	United Kingdom	Product Testimonial Video
Parkinson's Stomach Ulcers, Cancer and More	Jun-16	Melody Nobesuthu Tlou	270-002-345-684	AS	South Africa	Tweet
Various Diseases 1	Unknown	Eduardo Corleone-Vanci	001-002-537-762	AS	Jamaica	Personal Blogsite
Various Diseases 2	Jan-09	Unknown	Unknown	Unknown	Unknown	Personal Blogsite
Various Diseases 3	Feb-14	Timea Saary	353-000-115-119	AS	Ireland	FB Page

Please know that our policies and procedures prohibit anyone from making such claims and that we have an aggressive stance towards violators, up to and including termination of their status as a Forever Business Owner (our term for distributor).

We have a long standing process in place of taking disciplinary action towards violators but have noticed that the growth of the volume of users in social media and the increase in the number of social channels has made it exponentially more difficult to manually monitor the internet for violations of Company Policy. We have, therefore, more recently contracted with a company called Momentum Factor to use their tool FieldWatch, which allows us to be far more proactive in identifying and eliminating such material from a broader range of channels throughout the internet. We are committed to communicating and enforcing our company policies throughout the world to ensure truth in all forms of advertising, whether created by our own home office or by our enthusiastic Forever Business Owners.

Highest Regards,

A handwritten signature in black ink, appearing to read 'DS Schwarz', is written over the typed name and title. The signature is fluid and cursive, with a large loop at the end.

Dan S Schwarz

Office of Global Compliance, Legal Department

cc: Mr. Jared O. Blum, DSA Code Administrator