



New submission from Contact TINA.org

TINA.org Website <info@truthinadvertising.org>

Mon, Dec 5, 2016 at 11:16 AM

Your Name

Jeff Rogers

Email

[REDACTED]

Subject

Sanki Global

Your Message

I'm reaching out to Laura Smith to introduce myself and give her an update on our efforts/progress of removing the non-compliant medical claims posted by Sankiglobal distributors. I was hired 3 weeks ago to be the President of SankiGlobal USA, I take compliance issues, (both medical & income claims), very seriously. Only 4 of the 20 violations sited by TINA are posts made by US based Distributors, which we have already sent Demand Letters, demanding they remove all non compliant posts as well as cease & desist from making any and all illegal medical claims. Because some of the posts were made by people who are no longer active Sanki Distributors, they may not be as responsive to our demands, if this is the case we will have our legal team take action to get these posts removed. I have also spoken to the heads of Sanki Mexico and Colombia and they agree this is a policy that we will enforce globally even if it is not a violation in the country the Distributor lives. Please have Laura contact me on my personal number [REDACTED] so I can continue to give her updates on our progress.

Thank you,

Jeff Rogers, President USA
SankiGlobal

How did you hear about TINA.org?

- Other



Laura Smith
Legal Director
Truth in Advertising, Inc.

December 6, 2016

I'm reaching out to you to introduce myself and give you an update on our efforts/progress of removing the non-compliant medical claims posted by Sankiglobal distributors. I was hired 3 weeks ago to be the President of SankiGlobal USA, I take compliance issues, (both medical & income claims), very seriously.

Only a few violations cited by TINA are posts made by US based Distributors, which we have already sent Demand Letters, demanding they remove all non compliant posts as well as cease & desist from making any and all illegal medical claims.

Some of the posts were made by past and present Distributors who are no longer active Sanki Distributors, they may not be as responsive to our demands, if this is the case we will have our legal team take action to get these posts removed. I have also spoken to the heads of Sanki Mexico and Colombia and they agree this is a policy that we will enforce globally even if it is not a violation in the country the Distributor lives.

In order to prevent this to happen again we are developing training tools to enhance the importance of the right communication to the market, these materials will include, but are not limited to:

- Video 1 (what to say and How to say it)
- Email to all Distributors explaining our Best Practices policy
- Video 2 (How, when and which disclaimers to use)
- Flyer (what to say and How to say it) that will be included in each New Distributor Kit
- Sanki Compliance web site
- Train the Sanki Distributors on the importance of self monitoring themselves to protect our company
- Set Up a compliance@sankiglobal.com email so Distributors can report violations
- In addition we are retaining a Social Media Marketing Firm to scrape the Social Media Outlets so we can quickly catch these violations and have them removed.

The implementations described above will be implemented in each country where Sanki is currently operating.

Sincerely,



Jose Manuel Arvide
USA Director
Sanki Global LLC

CC: Joseph Mariano, President Direct Selling Association
Jared O Blum, Esq. DSA code of Ethics administrator