



4717 East Hilton Avenue, Suite 100  
Phoenix, AZ 85034 USA  
P: 877-954-6244  
F: 602-333-4863  
FreeLife.com

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

RE: Health Claims

Dear Ms. Smith:

Thank you for your letter of November 22, 2016 alerting us of 27 health claims TINA uncovered on Facebook. We take the obligation to ethically market our products seriously, so although your letter does not request a response, I am nevertheless reaching out to you to update you on what we've found and the actions we've taken in response.

None of the social media posts emanate from FreeLife's Corporate Offices, or even from the United States. Rather, all were posted by individuals residing in the Philippines. Of the 26 claims you identified, 15 were posts by eight individuals who were at one time independent marketing executives, but who no longer have any relationship with the FreeLife. There are eight posts by five individuals who were active independent Marketing Executives. Each of these individuals has been contacted and notified that their account has been suspended, and will be terminated should they fail to remove the posts by December 31, 2016. Finally, there are four posts by persons whom we are unable to identify as having any relationship with FreeLife.

We would like to have all posts you cited removed from Facebook altogether. However, as you are aware, only the individual who makes the post has the ability to remove it. When someone no longer has an affiliation with FreeLife we have no ability to influence that person to remove their post, and they have no motivation to do so. That's why you see posts you cite dating back as far as October 2011. While we have reached out to the individuals for whom we have contact information and asked that they voluntarily remove their posts, we have no ability to force them to do so. It's truly a conundrum of social media.

Sincerely,

A handwritten signature in blue ink, appearing to read "Luke Taffuri", is written over the word "Sincerely,".

Luke Taffuri  
Chief Operations Officer

cc. Jared Blum