
TINA (Nerium - 06.08.17 CODE ADMINISTRATOR RESPONSE)

DSA Sat, Jul 15, 2017 at 8:27 PM
To: Bonnie Patten
Cc: Laura Smith

Dear Bonnie,

I am in receipt of your follow up letter in response to Nerium's initial answer to the original complaint we filed on June 8 as per your May 30 letter to this office.

Because it relates to internal DSA Code of Ethics proceedings, I cannot share with you the subsequent document that I have sent to Nerium General Counsel Eric Haynes. However, let me assure you that this office is continuing to evaluate the compliance of Nerium with respect to the product efficacy and earnings claim issues presented on their website and social media postings. Their initial response to the issues raised in your Code complaint, and subsequent areas of review by my office, were not satisfactorily answered by his response.

I have requested that further action to be taken with respect to the Nerium website and look forward to Mr. Haynes' response in that regard in the next 30 days.

Regards,

Jared O. Blum
DSA Code Administrator

