Note: Below are copies of all 134 letters sent to DSA member companies (in alphabetical order) alerting them of TINA.org’s findings in our income claims investigation.
December 18, 2017

VIA EMAIL

Danny Lee, President and CEO
4Life Research, LLC
9850 South 300
West Sandy, UT 84070

Re: Deceptive Marketing for 4Life Research Business Opportunity

Dear Mr. Lee:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that 4Life Research, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://truthinadvertising.org/4life-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Greg Provenzano, President
ACN, Inc.
1000 Progress Place
Concord, NC 28025

Re: Deceptive Marketing for ACN Business Opportunity

Dear Mr. Provenzano:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that ACN, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/acn-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Brian Connolly, CEO
AdvoCare International, LP
2801 Summit Avenue
Plano, TX 75074

Re: Deceptive Marketing for AdvoCare Business Opportunity

Dear Mr. Connolly:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that AdvoCare International, LP is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/advocare-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Carl C. Christoff, President and Chief Legal Officer
Aerus, LLC and Vollara, LLC
4100 Alpha Road
Suite 1100
Dallas, TX 75244

Re: Deceptive Marketing for Aerus and Vollara Business Opportunities

Dear Mr. Christoff:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Aerus, LLC and Vollara, LLC are two of the companies at issue. Databases containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/aerus-income-claims-database/ and https://www.truthinadvertising.org/vollara-income-claims-database/.

I trust that your companies will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jere Thompson, CEO
Ambit Energy
1801 North Lamar Street
Suite 600
Dallas, TX 75202

Re: Deceptive Marketing for Ambit Energy Business Opportunity

Dear Mr. Thompson:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Ambit Energy is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/ambit-energy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Michael Mohr, General Counsel
Amway
7575 Fulton Street East
Ada, MI 49355

Re: Deceptive Marketing for Amway Business Opportunity

Dear Mr. Mohr:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Amway is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/amway-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bernadette Chala, General Counsel
Arbonne International, LLC
9400 Jeronimo Rd.
Irvine, CA 92618

Re: Deceptive Marketing for Arbonne Business Opportunity

Dear Ms. Chala:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Arbonne International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/arbonne-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Nancy Traversy, CEO
Barefoot Books
2067 Massachusetts Avenue
Cambridge, MA 02140

Re: Deceptive Marketing for Barefoot Books Business Opportunity

Dear Ms. Traversy:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Barefoot Books is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/barefoot-books-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Theresa Bettencourt, Vice President of Operations
Become International, Inc.
P.O BOX 1299
Turlock, CA 95381

Re: Deceptive Marketing for Become Beauty Business Opportunity

Dear Ms. Bettencourt:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Become International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/become-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Eduardo Belmont, CEO
Belcorp USA
5200 Blue Lagoon Drive
Suite 620
Miami, FL 33126

Re: Deceptive Marketing for Belcorp Business Opportunity

Dear Mr. Belmont:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Belcorp USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/belcorp-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jean-Charles Boisset, Proprietor
Boisset Collection
849 Zinfandel Lane
St. Helena, CA 94574

Re: Deceptive Marketing for Boisset Collection Business Opportunity

Dear Mr. Boisset:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See [https://www.truthinadvertising.org/mlm-income-claims-investigation/](https://www.truthinadvertising.org/mlm-income-claims-investigation/). Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Boisset Collection is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: [https://www.truthinadvertising.org/boisset-collection-income-claims-database/](https://www.truthinadvertising.org/boisset-collection-income-claims-database/).

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Richard R. Cappadona, President
Carico International
2851 Cypress Creek Road
Fort Lauderdale, FL 33309

Re: Deceptive Marketing for Carico Business Opportunity

Dear Mr. Cappadona:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Carico International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/carico-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Trevor Merrick, CEO
Clever Container
800 Church Street
Lake Zurich, IL 60047

Re: Deceptive Marketing for Clever Container Business Opportunity

Dear Mr. Merrick:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Clever Container is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/clever-container-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Kimball Shill, CEO
Color By Amber
1785 S. 4130 W. Ste. K
Salt Lake City, UT 84104

Re: Deceptive Marketing for Color By Amber Business Opportunity

Dear Mr. Shill:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Color By Amber is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/color-by-amber-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jill Felts, CEO
Compelling Creations
2472 Jett Ferry Road
Suite 400-142
Atlanta, GA 30338

Re: Deceptive Marketing for Compelling Creations Business Opportunity

Dear Ms. Felts:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Compelling Creations is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/compelling-creations-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
     Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bruce Goodman, CEO
Albert DiLeonardo, CEO
CUTCO/Vector Marketing Corporation
1116 East State Street
PO Box 1228
Olean, NY 14760

Re: Deceptive Marketing for CUTCO Business Opportunity

Dear Mr. Goodman and Mr. DiLeonardo:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that CUTCO/Vector Marketing Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/cutco-vector-marketing-corporation-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bob Hipple, CEO
Damsel in Defense
12336 W. Overland Rd
Boise, ID 83709

Re: Deceptive Marketing for Damsel in Defense Business Opportunity

Dear Mr. Hipple:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Damsel in Defense is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/damsel-in-defense-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Ursula Dudley Oglesby, President
Dudley Beauty Corp, LLC
1814 Eastchester Drive
High Point, NC 27265

Re: Deceptive Marketing for Dudley Beauty Business Opportunity

Dear Ms. Oglesby:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Dudley Beauty Corp, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/dudley-beauty-corp-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Linda Choi, General Counsel
Enagic USA, Inc.
4115 Spencer St
Torrance, CA 90503

Re: Deceptive Marketing for Enagic Business Opportunity

Dear Ms. Choi:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Enagic USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/enagic-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Roland Förster, CEO
Energetix GmbH & Co. KG
Franz-Kirsten-Str.1
Bingen 55411
Germany

Re: Deceptive Marketing for Energetix Business Opportunity

Dear Mr. Förster:

I am writing to you on behalf of Truth in Advertising, Inc. (“TTNA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Energetix GmbH & Co. KG is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/energetix-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no further misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Russ Hall, Founder and CEO
Enzacta USA
1712 Pioneer Ave. Ste. 794
Cheyenne, WY 82001

Re: Deceptive Marketing for Enzacta Business Opportunity

Dear Mr. Hall:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Enzacta USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/enzacta-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Carrie Charlick, CEO
Essential Bodywear
3160 Dallavo Court
Commerce Township, MI 48390

Re: Deceptive Marketing for Essential Bodywear Business Opportunity

Dear Ms. Charlick:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Essential Bodywear is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/essential-bodywear-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jason Butler, CEO
Fifth Avenue Collection, Inc.
12460 Crabapple Road
Ste. 202 - 602
Alpharetta, GA 30004

Re: Deceptive Marketing for Fifth Avenue Collection Business Opportunity

Dear Mr. Butler:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Fifth Avenue Collection, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/fifth-avenue-collection-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

László Gaál, Founding President, CEO
Flavon USA, LLC
1370 North US 1
Suite 206
Ormond Beach, FL 32174

Re: Deceptive Marketing for Flavon Business Opportunity

Dear Mr. Gaál:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Flavon USA, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/flavon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Rex Maughan, CEO
Forever Living Products
7501 East McCormick Parkway
Suite 135
South Scottsdale, AZ 85258

Re: Deceptive Marketing for Forever Living Business Opportunity

Dear Mr. Maughan:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Forever Living Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/forever-living-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Mr. Ooi Chin Aik, CEO
Gano Excel USA, Inc.
4828 Fourth Street
Irwindale, CA 91706

Re: Deceptive Marketing for Gano Excel Business Opportunity

Dear Mr. Ooi Chin Aik:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Gano Excel USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/gano-excel-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Michael Starr, CEO
Global Domains International, Inc.
701 Palomar Airport Road #300
Carlsbad, CA 92011

Re: Deceptive Marketing for Global Domains Business Opportunity

Dear Mr. Starr:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Global Domains International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/global-domains-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

A.K. Khalil, CEO
Gold Canyon International, LLC.
6205 South Arizona Avenue
Chandler, AZ 85248

Re: Deceptive Marketing for Gold Canyon Business Opportunity

Dear Mr. Khalil:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Gold Canyon International, LLC. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/gold-canyon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Guillaume Leymonerie, Founder and President
H2O at Home
2009 Renaissance Blvd
Suite 100
King of Prussia, PA 19406

Re: Deceptive Marketing for H2O at Home Business Opportunity

Dear Mr. Leymonerie:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that H2O at Home is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/h2o-at-home-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Kazuyuki Nomoto, President
Harmony Green America, Inc.
5821 East Harrison Avenue
Harlingen, TX 78550

Re: Deceptive Marketing for Harmony Green America Business Opportunity

Dear Mr. Nomoto:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Harmony Green America, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/harmony-green-america-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Dan Duggan, CEO
Health-Mor
13325 Darice Parkway
Unit A
Strongsville, OH 44149

Re: Deceptive Marketing for Health-Mor Business Opportunity

Dear Mr. Duggan:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Health-Mor is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/health-mor-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Richard Werber, General Counsel
Herbalife International of America, Inc.
800 West Olympic Boulevard
Suite 406
Los Angeles, CA 90015

Re: Deceptive Marketing for Herbalife Business Opportunity

Dear Mr. Werber:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

We found that Herbalife International of America, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/herbalife-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Eric Pan, CEO
HTE USA
25 South Service Rd
Suite# 220
Jericho, NY 11753

Re: Deceptive Marketing for HTE USA Business Opportunity

Dear Mr. Pan:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that HTE USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/hte-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Erik Johnson, CEO
HyCite Enterprises, LLC
333 Holtzman Road
Madison, WI 53713

Re: Deceptive Marketing for HyCite Business Opportunity

Dear Mr. Johnson:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that HyCite Enterprises, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/hy-cite-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Charles L. Orr, CEO
Immunotec, Inc.
300 Joseph-Carrier
Vaudreuil-Dorion, Quebec J7V 5V5
CANADA

Re: Deceptive Marketing for Immunotec Business Opportunity

Dear Mr. Orr:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Immunotec, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/immunotec-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Nicholas Keuper, CEO
India Hicks, Inc.
12301 Wilshire Boulevard
Suite 405
Los Angeles, CA 90025

Re: Deceptive Marketing for India Hicks Business Opportunity

Dear Mr. Keuper:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that India Hicks, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/india-hicks-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Alicia Storbeck, Founder
Jim Storbeck, Founder
Beth Reeves, Co-Founder
Initial Outfitters, Inc.
3325 Skyway Drive
Auburn, AL 36830

Re: Deceptive Marketing for Initial Outfitters Business Opportunity

Dear Mr. Storbeck, Mrs. Storbeck, and Ms. Reeves:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Initial Outfitters, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/initial-outfitters-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

[Signature]

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Britney Vickery, Founder and CEO
Initials, Inc.
583 Grant Street
Suite G
Clarkesville, GA 30523

Re: Deceptive Marketing for Initials Business Opportunity

Dear Ms. Vickery:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Initials, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/initials-inc-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jim Coover, Co-Founder & CEO
Isagenix International, LLC
155 E. Rivulon Boulevard
Gilbert, AZ 85297

Re: Deceptive Marketing for Isagenix Business Opportunity

Dear Mr. Coover:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Isagenix International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/isagenix-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Mark Funaki, Vice President and General Counsel
JAFRA Cosmetics International, Inc.
2451 Townsgate Road
Westlake Village, CA 91361

Re: Deceptive Marketing for JAFRA Cosmetics Business Opportunity

Dear Mr. Funaki:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that JAFRA Cosmetics International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jafra-cosmetics-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
   Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Elizabeth Thibaudeau, CEO
Jamberry
1350 West 200 South, Suite A
Lindon, UT 84042

Re: Deceptive Marketing for Jamberry Business Opportunity

Dear Ms. Thibaudeau:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jamberry is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jamberry-nails-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bret Bonacors, CEO
jBloom
2103 Parkway Drive
Saint Peters, MO 63376

Re: Deceptive Marketing for jBloom Business Opportunity

Dear Mr. Bonacorsi:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that jBloom is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jbloom-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Randy Ray, Chief Executive Officer
Rob Dawson, Chief Legal Officer
Mark Patterson, Chief Marketing Officer
Jeunesse Global, LLC
650 Douglas Avenue
Altamonte Springs, FL 32714

Re: Deceptive Marketing for Jeunesse Business Opportunity

Dear Mr. Ray, Mr. Dawson, and Mr. Patterson:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jeunesse Global, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jeunesse-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

John Amico Sr., Founder and CEO
John Amico Haircare Products
4731 West 136th Street
Crestwood, IL 60445

Re: Deceptive Marketing for John Amico Business Opportunity

Dear Mr. Amico:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that John Amico Haircare Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/john-amico-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Nancy Bogart, CEO
Jordan Essentials
1106 Eaglecrest
Nixa, MO 65714

Re: Deceptive Marketing for Jordan Essentials Business Opportunity

Dear Ms. Bogart:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Jordan Essentials is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/jordan-essentials-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jay Martin, CEO
The Juice Plus+ Company, LLC
140 Crescent Drive
Collierville, TN 38017-3374

Re: Deceptive Marketing for The Juice Plus+ Company Business Opportunity

Dear Mr. Martin:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Juice Plus+ Company, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-juice-plus-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bud Miley, President
The Kirby Company
1920 West 114th Street
Cleveland, OH 44102

Re: Deceptive Marketing for The Kirby Company Business Opportunity

Dear Mr. Miley:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Kirby Company is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-kirby-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Michael Breshears, Chief Executive Officer
Joshua Chandler, Chief Legal Officer
Kyäni, Inc.
1070 River Walk Drive
Suite 350
Idaho Falls, ID 83402

Re: Deceptive Marketing for Kyäni Business Opportunity

Dear Mr. Breshears and Mr. Chandler:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Kyäni, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/kyani-income-claims/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Linda and Brian Kaminski, Founders
L’BRI PURE n’ NATURAL
909 Perkins Drive
Mukwonago, WI 53149

Re: Deceptive Marketing for L’BRI PURE n’ NATURAL Business Opportunity

Dear Mr. and Mrs. Kaminski:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that L’BRI PURE n’ NATURAL is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lbri-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Heidi Leist, Founder and CEO
Lemongrass Spa Products
316 Mt. Evans Blvd
Suite 4
Pine, CO 80470

Re: Deceptive Marketing for Lemongrass Spa Business Opportunity

Dear Ms. Leist:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Lemongrass Spa Products is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lemongrass-spa-products-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

David DeBora, CEO
Lifestyles USA
8100 Keele Street
Vaughan, Ontario L4K 2A3
CANADA

Re: Deceptive Marketing for Lifestyles Business Opportunity

Dear Mr. DeBora:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Lifestyles USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifestyles-usa-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Darren Jensen, CEO
LifeVantage Corporation
9785 S. Monroe Street, Suite 300
Sandy, UT 84070

Re: Deceptive Marketing for LifeVantage Business Opportunity

Dear Mr. Jensen:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that LifeVantage Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifevantage-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

David Schmidt, Founder & CEO
LifeWave, Inc.
9775 Businesspark Avenue
San Diego, CA 92131

Re: Deceptive Marketing for LifeWave Business Opportunity

Dear Mr. Schmidt:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that LifeWave, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/lifewave-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Gary J. Raser, Founder, President and CEO
The Limu Company, LLC
610 Crescent Executive Court, Suite 110
Lake Mary, FL 32746

Re: Deceptive Marketing for The Limu Company Business Opportunity

Dear Mr. Raser:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Limu Company, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-limu-company-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Steve Heaney, CEO
Magnabilities, LLC
13704 24th St E
Suite 109
Sumner, WA 98390

Re:  Deceptive Marketing for Magnabilities Business Opportunity

Dear Mr. Heaney:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Magnabilities, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/magnabilities-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc:  Joseph Mariano, President, Direct Selling Association
     Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Alfredo Bala, CEO and President
Mannatech, Inc.
600 South Royal Lane, Suite 200
Coppell, TX 75019

Re: Deceptive Marketing for Mannatech Business Opportunity

Dear Mr. Bala:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mannatech, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mannatech-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Stephen Barnett, Business Director
Mary & Martha
21154 Highway 16E
Siloam Springs, AR 72761

Re: Deceptive Marketing for Mary & Martha Business Opportunity

Dear Mr. Barnett:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mary & Martha is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mary-and-martha-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Julia Simon, Chief Legal Officer and Secretary
Mary Kay, Inc.
PO Box 799045
Dallas, TX 75379

Re: Deceptive Marketing for Mary Kay Business Opportunity

Dear Ms. Simon:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Mary Kay, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/mary-kay-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Frank L. VanderSloot, CEO
Melaleuca, Inc.
4609 W. 65th S.
Idaho Falls, ID 83402

Re: Deceptive Marketing for Melaleuca Business Opportunity

Dear Mr. VanderSloot:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Melaleuca, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/melaleuca-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Robert S. Conlee, CEO
Modere USA
588 S 2000 W
Springville, UT 84663

Re: Deceptive Marketing for Modere Business Opportunity

Dear Mr. Conlee:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Modere USA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/modere-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Richard Rife, Chief Legal Officer
Morinda, Inc.
737 East 1180 South
American Fork, UT 84003

Re: Deceptive Marketing for Morinda Business Opportunity

Dear Mr. Rife:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Morinda, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/morinda-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Richard Strulson, General Counsel and Executive Vice President
Nature’s Sunshine Products, Inc.
2500 West Executive Parkway, Suite 100
Lehi, UT 84043

Re: Deceptive Marketing for Nature’s Sunshine Business Opportunity

Dear Mr. Strulson:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nature’s Sunshine Products, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/natures-sunshine-products-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Toshiya Komijo, President
Nefful U.S.A., Inc.
18563 East Gale Avenue
City of Industry, CA 91748

Re: Deceptive Marketing for Nefful Business Opportunity

Dear Mr. Komijo:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nefful U.S.A., Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nefful-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Kendra Brassfield, CEO
NeoLife International, LLC
3500 Gateway Boulevard
Fremont, CA 94538

Re: Deceptive Marketing for NeoLife Business Opportunity

Dear Ms. Brassfield:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NeoLife International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/neolife-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Eric Haynes, Chief Legal Officer
Nerium International
4006 Belt Line Road
Suite 100
Addison, TX 75001

Re: Deceptive Marketing for Nerium Business Opportunity

Dear Mr. Haynes:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nerium International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nerium-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Scott White, CEO
New Avon, LLC
One Liberty Plaza
165 Broadway
New York, NY 10006

Re: Deceptive Marketing for New Avon Business Opportunity

Dear Mr. White:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that New Avon, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/new-avon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bilal Ruknuddeen, CEO
New Earth
P.O. Box 609
Klamath Falls, OR 97601

Re: Deceptive Marketing for New Earth Business Opportunity

Dear Mr. Ruknuddeen:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that New Earth is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/new-earth-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Chris Sharng, President
NHT Global, Inc.
609 Deep Valley Drive, Suite 395
Rolling Hill Estates, CA 90274

Re: Deceptive Marketing for NHT Global Business Opportunity

Dear Mr. Sharng:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NHT Global, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nht-global-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Takashi Okura, CEO
Noevir USA, Inc.
1095 Main Street
Irvine, CA 92614

Re: Deceptive Marketing for Noevir USA Business Opportunity

Dear Mr. Okura:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Noevir USA, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/noevir-usa-income-claims-database/. I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

D. Matthew Dorny, Vice President and General Counsel
Nu Skin Enterprises & Pharmanex
75 West Center Street
Provo, UT 84601

Re: Deceptive Marketing for Nu Skin and Pharmanex Business Opportunities

Dear Mr. Dorny:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Nu Skin Enterprises and Pharmanex are two of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nu-skin-enterprises-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Karen Conkey, President
NYR Organic
One Concord Farms
490 Virginia Road
Concord, MA 01742

Re: Deceptive Marketing for NYR Organic Business Opportunity

Dear Ms. Conkey:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that NYR Organic is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/nyr-organic-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jake Kloberdanz, CEO and Founder
viaONEHOPE
1911 South Susan Street
Santa Ana, CA 92704

Re: Deceptive Marketing for viaONEHOPE Business Opportunity

Dear Mr. Kloberdanz:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that viaONEHOPE is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/one-hope-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Daniel Chard, CEO
Medifast-OPTAVIA
3600 Crondall Lane
Suite 100
Owings Mills, MD 21117

Re: Deceptive Marketing for OPTAVIA Business Opportunity

Dear Mr. Chard:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Medifast-OPTAVIA is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/optavia-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

[Signature]

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

**VIA EMAIL**

Robert Hall, CEO and Co-Founder  
Orenda International, LLC  
1406 West 14th Street  
Suite 101  
Tempe, AZ 85281

Re: Deceptive Marketing for Orenda Business Opportunity

Dear Mr. Hall:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See [https://www.truthinadvertising.org/mlm-income-claims-investigation/](https://www.truthinadvertising.org/mlm-income-claims-investigation/). Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Orenda International, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: [https://www.truthinadvertising.org/orenda-income-claims-database/](https://www.truthinadvertising.org/orenda-income-claims-database/).

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association  
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Chrissy Weems, CEO
Origami Owl
450 N. 54th Street
Chandler, AZ 85226

Re: Deceptive Marketing for Origami Owl Business Opportunity

Dear Ms. Weems:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Origami Owl is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/origami-owl-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Tracy Britt Cool, CEO
Pampered Chef
One Pampered Chef Lane
Addison, IL 60101

Re: Deceptive Marketing for Pampered Chef Business Opportunity

Dear Ms. Cool:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Pampered Chef is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pampered-chef-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator

Truth in Advertising, Inc. • P.O. Box 927, Madison, CT 06443
December 18, 2017

VIA EMAIL

Harry Slatkin, CEO
PartyLite
600 Cordwainer Drive
Norwell, MA 02061

Re: Deceptive Marketing for PartyLite Business Opportunity

Dear Mr. Slatkin:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that PartyLite is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/partylite-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Roger Morgan, Founder and CEO
pawTree
PO Box 92902
Southlake, TX 76092

Re: Deceptive Marketing for pawTree Business Opportunity

Dear Mr. Morgan:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that pawTree is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pawtree-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Rolf Sorg, Founder and CEO
PM-International AG
1012-F Corporate Lane
Export, PA 15632

Re: Deceptive Marketing for PM-International AG Business Opportunity

Dear Mr. Sorg:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that PM-International AG is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/pm-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Tim Horner, President
Premier Designs, Inc.
1551 Corporate Drive
Irving, TX 75038

Re: Deceptive Marketing for Premier Designs Business Opportunity

Dear Mr. Horner:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Premier Designs, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/premier-designs-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Glenn Williams, CEO
Primerica, Inc.
1 Primerica Parkway
Duluth, GA 30099

Re: Deceptive Marketing for Primerica Business Opportunity

Dear Mr. Williams:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Primerica, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/primerica-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Connie Tang, President and CEO
Princess House, Inc.
470 Myles Standish Boulevard
Taunton, MA 02780

Re: Deceptive Marketing for Princess House Business Opportunity

Dear Ms. Tang:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Princess House, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/princess-house-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Steve Brown, President and CEO
RBC Life
2301 Crown Court
Irving, TX 75038

Re: Deceptive Marketing for RBC Life Business Opportunity

Dear Mr. Brown:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that RBC Life is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/rbc-life-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jeffrey Reigle, President and CEO
Regal Ware, Inc.
1675 Reigle Drive
Kewaskum, WI 53040

Re: Deceptive Marketing for Regal Ware Business Opportunity

Dear Mr. Reigle:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Regal Ware, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/regal-ware-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Stephen M. Merrick, Senior Vice President and General Counsel
Reliv International, Inc.
PO Box 405
Chesterfield, MO 63006

Re: Deceptive Marketing for Reliv International Business Opportunity

Dear Mr. Merrick:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Reliv International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/reliv-international-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Ben Zylstra, CEO
Rena Ware International, Inc.
15885 NE 28th Street
Bellevue, WA 98008

Re: Deceptive Marketing for Rena Ware Business Opportunity

Dear Mr. Zylstra:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Rena Ware International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/renaware-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Paul T. Vidovich, Chairman and CEO
Rexair LLC
50 W. Big Beaver, Ste. 350
Troy, MI 48084

Re: Deceptive Marketing for Rexair Business Opportunity

Dear Mr. Vidovich:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Rexair LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/rexair-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Anna Zornosa, Founder and CEO
Ruby Ribbon, Inc.
856 Mitten Road
Suite 101
Burlingame, CA 94010

Re: Deceptive Marketing for Ruby Ribbon Business Opportunity

Dear Ms. Zornosa:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Ruby Ribbon, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/ruby-ribbon-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Karin Mayr, Founder and CEO
Sabika, Inc.
6450 Steubenville Pike
Pittsburgh, PA 15205

Re: Deceptive Marketing for Sabika Business Opportunity

Dear Ms. Mayr:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sabika, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sabika-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Ryan Reigle, President
Saladmaster
230 Westway Place
#101
Arlington, TX 76018

Re: Deceptive Marketing for Saladmaster Business Opportunity

Dear Mr. Reigle:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Saladmaster is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/saladmaster-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Alejandro López Tello, CEO
Sanki Global LLC
105 N. Pecos Rd.
Suite 140
Henderson, NV 89074

Re: Deceptive Marketing for Sanki Business Opportunity

Dear Mr. Tello:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sanki Global LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sanki-global-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

StacyLynn Ellis, Founder and CEO
SAS SPURILLA, LLC
411 24th Street W Suite 111
Billings, MT, MT 59102

Re: Deceptive Marketing for SAS SPURILLA Business Opportunity

Dear Ms. Ellis:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SAS SPURILLA, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sas-spurilla-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Ryan McFarland and Eric Ritter, Co-General Counsels
Scentsy, Inc.
2701 E Pine Street
Meridian, ID 83642

Re: Deceptive Marketing for Scentsy Business Opportunity

Dear Mr. McFarland and Mr. Ritter:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Scentsy, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/scentsy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

[Signature]

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

**VIA EMAIL**

Kody Bateman, Founder and CEO  
SendOutCards  
1825 West Research Way  
Ste 1  
Salt Lake City, UT 84119

Re: Deceptive Marketing for SendOutCards Business Opportunity

Dear Mr. Bateman:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See [https://www.truthinadvertising.org/mlm-income-claims-investigation/](https://www.truthinadvertising.org/mlm-income-claims-investigation/). Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SendOutCards is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: [https://www.truthinadvertising.org/send-out-cards-income-claims-database/](https://www.truthinadvertising.org/send-out-cards-income-claims-database/).

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association  
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Michael Moad, Chief Legal Officer
SeneGence International
92610 Alter
Foothill Ranch, CA 92610

Re: Deceptive Marketing for SeneGence Business Opportunity

Dear Mr. Moad:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SeneGence International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/senegence-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Todd Tucker, Senior Vice President and General Counsel
Shaklee Corporation
Hacienda Campus
4747 Willow Road
Pleasanton, CA 94588

Re: Deceptive Marketing for Shaklee Business Opportunity

Dear Mr. Tucker:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Shaklee Corporation is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/shaklee-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Madolyn Johnson, Founder and CEO
Signature HomeStyles
699 Regency Drive
Glendale Heights, IL 60139

Re:  Deceptive Marketing for Signature HomeStyles Business Opportunity

Dear Ms. Johnson:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Signature HomeStyles is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/signature-homestyles-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc:   Joseph Mariano, President, Direct Selling Association
      Jared O. Blum, Esq., DSA Code of Ethics Administrator

Truth in Advertising, Inc. • P.O. Box 927, Madison, CT 06443
December 18, 2017

VIA EMAIL

Patty Pearcy, President and CEO
SimplyFun, LLC
11245 SE 6th Street
Suite 110
Bellevue, WA 98004

Re: Deceptive Marketing for SimplyFun Business Opportunity

Dear Ms. Pearcy:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SimplyFun, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/simply-fun-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Michelle Leuthold, Founder and CEO
Simply Said, Inc.
408 North 2nd Ave. East
Rock Rapids, IA 51246

Re: Deceptive Marketing for Simply Said Business Opportunity

Dear Ms. Leuthold:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Simply Said, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/simply-said-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jigna Patel, General Counsel
Smart Circle International
4490 Von Karman Avenue
Newport Beach, CA 92660

Re: Deceptive Marketing for Smart Circle Business Opportunity

Dear Ms. Patel:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Smart Circle International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/smart-circle-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Henry Bedford, CEO
Southwestern
2451 Atrium Way
Nashville, TN 37214

Re:   Deceptive Marketing for Southwestern Advantage Business Opportunity

Dear Mr. Bedford:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Southwestern is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/southwestern-advantage-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc:    Joseph Mariano, President, Direct Selling Association
       Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Sara Douglass, CEO
Stampin’ Up!
12907 South 3600W
Riverton, UT 84065

Re: Deceptive Marketing for Stampin’ Up! Business Opportunity

Dear Ms. Douglass:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Stampin’ Up! is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/stampin-up-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Hatem Jahshan, Co-Founder and CEO  
Steeped Tea, Inc.  
50 Bittern St. Unit 16  
Ancaster, Ontario L9G 4V5 Canada

Re: Deceptive Marketing for Steeped Tea Business Opportunity

Dear Mr. Jahshan:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Steeped Tea, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/steeped-tea-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association  
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Daniel Terrell, Chief Legal Officer
Stream Gas & Electric Ltd.
Tollway Center
14675 Dallas Parkway, Suite 150
Dallas, TX 75254

Re: Deceptive Marketing for Stream Gas & Electric Business Opportunity

Dear Mr. Terrell:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Stream Gas & Electric Ltd. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/stream-energy-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Oi-Lin Chen, President
Sunrider International
1625 Abalone Ave.
Torrance, CA 90501

Re: Deceptive Marketing for Sunrider Business Opportunity

Dear Ms. Chen:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Sunrider International is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/sunrider-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jacques Mizrahi, CEO
SwissJust
8308 NW 30 Terr
Doral, FL 33122

Re: Deceptive Marketing for SwissJust Business Opportunity

Dear Mr. Mizrahi:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that SwissJust is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/swiss-just-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Dan Norman, President
Synergy WorldWide
1955 W. Grove Parkway
Suite 100
Pleasant Grove, UT 84062

Re: Deceptive Marketing for Synergy WorldWide Business Opportunity

Dear Mr. Norman:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Synergy WorldWide is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/synergy-worldwide-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bob Reina, Founder and CEO
Talk Fusion
1319 Kingsway Rd.
Brandon, FL 33510

Re: Deceptive Marketing for Talk Fusion Business Opportunity

Dear Mr. Reina:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Talk Fusion is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/talk-fusion-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jill Blashack Strahan, Founder and CEO
Tastefully Simple, Inc.
1920 Turning Leaf Lane, SW
Alexandria, MN 56308

Re: Deceptive Marketing for Tastefully Simple Business Opportunity

Dear Ms. Blashack:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Tastefully Simple, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/tastefully-simple-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Charlene Phillips, Founder and CEO
Tealightful, Inc.
25 Bermar Park Suite #4
P.O. Box 24261
Rochester, NY 14624

Re: Deceptive Marketing for Tealightful Business Opportunity

Dear Ms. Phillips:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

We found that Tealightful, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/tealightful-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jonathan Gelfand, Chief Legal Officer and Senior Vice President, Business Development
Team Beachbody
3301 Exposition Blvd.
Santa Monica, CA 90404

Re: Deceptive Marketing for Team Beachbody Business Opportunity

Dear Mr. Gelfand:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Team Beachbody is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/team-beachbody-income-claims-database/. I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Angela Loehr Chrysler, President and CEO
Team National
8210 W. State Road 84
Davie, FL 33324

Re: Deceptive Marketing for Team National Business Opportunity

Dear Ms. Chrysler:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Team National is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/team-national-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Grant Reid, CEO and President
Mars, Inc.
The Cocoa Exchange
400 Valley Road
Suite 200
Mt. Arlington, NJ 07856

Re: Deceptive Marketing for The Cocoa Exchange Business Opportunity

Dear Mr. Reid:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that The Cocoa Exchange is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/the-cocoa-exchange-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Cindy Monroe, Founder and CEO
Thirty-One Gifts
3425 Morse Crossing
Columbus, OH 43219

Re:  Deceptive Marketing for Thirty-One Gifts Business Opportunity

Dear Ms. Monroe:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Thirty-One Gifts is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/thirty-one-gifts-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc:  Joseph Mariano, President, Direct Selling Association
     Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Edward J. Capobianco, General Counsel
Touchstone Crystal, Inc.
1 Kenney Drive
Cranston, RI 02920

Re: Deceptive Marketing for Touchstone Crystal, Inc. Business Opportunity

Dear Mr. Capobianco:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Touchstone Crystal, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/touchstone-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
VIA EMAIL

Dr. Traci Lynn, Founder and CEO
Traci Lynn, Inc.
888 SE 3rd Ave
Suite 301
Ft. Lauderdale, FL 33316

Re: Deceptive Marketing for Traci Lynn Business Opportunity

Dear Ms. Lynn:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Traci Lynn, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/traci-lynn-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Holly Wehde, CEO
Trades of Hope
4601 E. Moody Blvd Unit K-6
Bunnell, FL 32110

Re: Deceptive Marketing for Trades of Hope Business Opportunity

Dear Ms. Wehde:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Trades of Hope is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/trades-of-hope-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Rick Libby, CEO
Traveling Vineyard
4 South Main Street
Ipswich, MA 01938

Re: Deceptive Marketing for Traveling Vineyard Business Opportunity

Dear Mr. Libby:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Traveling Vineyard is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/traveling-vineyard-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Mark A. Stevens, CEO
Trévo, LLC
1601 NW Expressway Tower Suite 1800
Oklahoma City, OK 73118

Re: Deceptive Marketing for Trévo Business Opportunity

Dear Mr. Stevens:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Trévo, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/trevo-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
VIA EMAIL

Mike Wilkin, President
Tristar Enterprises, LLC
5420 LBJ Freeway, Suite 1010
Dallas, TX 75240

Re: Deceptive Marketing for Tristar Business Opportunity

Dear Mr. Wilkin:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Tristar Enterprises, LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/tristar-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Casey Harris, Vice President and General Counsel
Univera, Inc.
3005 1st Avenue
Seattle, WA 98121

Re: Deceptive Marketing for Univera Business Opportunity

Dear Mr. Harris:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Univera, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/univera-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

James Bramble, Chief Legal Officer and General Counsel
USANA Health Sciences, Inc.
3838 West Parkway Boulevard
West Valley City, UT 84120

Re: Deceptive Marketing for USANA Business Opportunity

Dear Mr. Bramble:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that USANA Health Sciences, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/usana-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Randall White, CEO
Usborne Books & More
5402 S 122nd E Ave
Tulsa, OK 74146

Re: Deceptive Marketing for Usborne Books & More Business Opportunity

Dear Mr. White:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Usborne Books & More is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/usborne-books-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Joan Hartel Cabral, Founder and CEO
Vantel Pearls
111 Forbes Blvd.
Mansfield, MA 02048

Re: Deceptive Marketing for Vantel Pearls Business Opportunity

Dear Ms. Cabral:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Vantel Pearls is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/vantel-pearls-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Paul Booth, CEO
Viridian International Management LLC
535 Connecticut Avenue
5th Floor
Norwalk, CT 06854

Re: Deceptive Marketing for Viridian Business Opportunity

Dear Mr. Booth:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Viridian International Management LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/viridian-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Leslie Montie, Founder and CEO
Wildtree, Inc.
15 Wellington Road
Lincoln, RI 02865

Re: Deceptive Marketing for Wildtree Business Opportunity

Dear Ms. Montie:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Wildtree, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/wildtree-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Jane Creed, President and CEO
WineShop At Home
525 Airpark Road
Napa, CA 94558

Re: Deceptive Marketing for WineShop At Home Business Opportunity

Dear Ms. Creed:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that WineShop At Home is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/wineshop-at-home-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Dennis Wong, CEO
YOR Health
2802 Kelvin Ave
Suite 150
Irvine, CA 92614

Re: Deceptive Marketing for YOR Health Business Opportunity

Dear Mr. Wong:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that YOR Health is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/yor-health-income-claims-database/

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Matthew French, General Counsel and Chief Compliance Officer
Young Living
Thanksgiving Point Business Park
3125 West Executive Parkway
Lehi, UT 84043

Re: Deceptive Marketing for Young Living Business Opportunity

Dear Mr. French:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See [https://www.truthinadvertising.org/mlm-income-claims-investigation/](https://www.truthinadvertising.org/mlm-income-claims-investigation/). Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Young Living is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: [https://www.truthinadvertising.org/young-living-income-claims-database/](https://www.truthinadvertising.org/young-living-income-claims-database/).

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Steve Wallach, CEO
Youngevity International, Inc.
2400 Boswell Rd.
Chula Vista, CA 91914

Re: Deceptive Marketing for Youngevity Business Opportunity

Dear Mr. Wallach:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Youngevity International, Inc. is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/youngevity-income-claims-database/. I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Derek Maxfield, Founder and CEO
Younique
3400 Mayflower Avenue
Lehi, UT 84043

Re: Deceptive Marketing for Younique Business Opportunity

Dear Mr. Maxfield:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Younique is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/younique-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Dag Bergheim Petterson, CEO
Zinzino LLC
1200 University Blvd
Suite 220
Jupiter, FL 33458

Re: Deceptive Marketing for Zinzino Business Opportunity

Dear Mr. Petterson:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zinzino LLC is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/zinzino-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Bill Farley, CEO
Zrii
14183 So. Minuteman Drive
Draper, UT 84020

Re: Deceptive Marketing for Zrii Business Opportunity

Dear Mr. Farley:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/.

Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zrii is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/zrii-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator
December 18, 2017

VIA EMAIL

Mark Jarvis, Co-CEO and President
Jay Shafer, Co-CEO
Zurvita
800 Town & Country Blvd.
Suite 500
Houston, TX 77024

Re: Deceptive Marketing for Zurvita Business Opportunity

Dear Mr. Jarvis and Mr. Shafer:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. We recently investigated every member company of the Direct Selling Association as of November 29, 2017 and found that over 97% of companies (and/or their divisions) are making (or have made) false and unsubstantiated income claims; misrepresentations that cause real and substantial harm to consumers. See https://www.truthinadvertising.org/mlm-income-claims-investigation/. Claims range from reaching financial freedom to being able to quit your job, stay home with your children and make unlimited income, and can be found across the internet, including on social media.

We found that Zurvita is one of the companies at issue. A database containing a sampling of inappropriate income claims being made can be found here: https://www.truthinadvertising.org/zurvita-income-claims-database/.

I trust that your company will take immediate action to remove all unsubstantiated income claims being made, as well as ensure that no future misrepresentations are made. If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,

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

Cc: Joseph Mariano, President, Direct Selling Association
    Jared O. Blum, Esq., DSA Code of Ethics Administrator