

# FOREVER LIVING



PRODUCTS®  
INTERNATIONAL, LLC

February 2, 2018

Ms Laura Smith, Esq.,

We are in receipt of your email dated December 18, 2017 entitled “Deceptive Marketing for Forever Living Business Opportunity”.

We would like to thank you for bringing to our attention these 21 specific instances of income claims made by individuals who are or were associated with Forever Living Products.

Our investigation has revealed that 19 of the 21 are created by individuals who are known to us, the remaining 2 do not have enough identifying information to make a determination as to the authorship. Of the 19 that are identifiable, each has been contacted and asked to remove the identified content. 17 have complied with our request and have removed the material. Two have not and their accounts with us have been terminated.

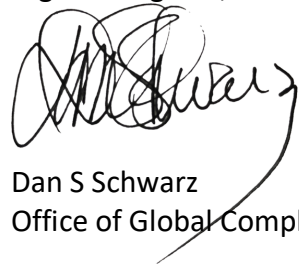
The attached chart shows further detail on the state of our investigation, including the date on which the material was either created or posted, the country of origin and the type of posting (whether Facebook or YouTube).

TINA Link	Location	Date of Post	FBO Name	Country	Experience Level	Resolution
<a href="#">Forever Living Facebook 1</a>	Facebook	13-Apr-17	Our FLP Facebook Page			Identified Content Removed
<a href="#">Forever Living Facebook 2</a>	Facebook	8-Apr-17	Our FLP Facebook Page			Identified Content Removed
<a href="#">Forever Living Facebook 3</a>	Facebook	8-Apr-17	Our FLP Facebook Page			Identified Content Removed
<a href="#">Forever Living Facebook 1M Big Check</a>	Facebook	8-Apr-17	JOVELYN JUMAPAO BONGCARAS	PHILIPPINES	NON MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook 80K Monthly</a>	Facebook	6-Sep-17	WALTER ERONI OKODDI	KENYA	NON MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Big Checks</a>	Facebook	25-Sep-17	BROWN OBUM AKPACHIOGU	SOUTH AFRICA	NEW	Identified Content Removed
<a href="#">Forever Living Facebook Car Bonus</a>	Facebook	31-Oct-17	DELIA BALANAY	UNITED STATES	MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Car Incentive</a>	Facebook	3-Sep-17	UNKNOWN	UNKNOWN	UNKNOWN	Exhaustive attempts to contact responsible party through Facebook unsuccessful.
<a href="#">Forever Living Facebook Double Income</a>	Facebook	14-Feb-17	DEBORAH OLAYINKA ATOBA	UNITED ARAB EMIRATES	NON MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Financial Freedom Lynn</a>	Facebook	24-Sep-17	LINDA SIMON	SOUTH AFRICA	MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Financial Freedom Roseline</a>	Facebook	12-Nov-17	ROSELINE NHLAPO	SOUTH AFRICA	MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Financial Freedom</a>	Facebook	11-Nov-17	AUBREY MCDONALD SIBANDA	SOUTH AFRICA	NON MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Forever Charles</a>	Facebook	13-Nov-17	MOKGADI CHARLES MAKGOKA	SOUTH AFRICA	NON MANAGER	Identified Content Removed
<a href="#">Forever Living Facebook Free Global Travel Jessica</a>	Facebook	12-Apr-17	JESSICA BRADY	UNITED KINGDOM	NEW	Exhaustive requests to remove content unsuccessful. Account suspended.
<a href="#">Forever Living Facebook Incentives Khataza</a>	Facebook	12-Nov-17	KHATAZA CHEREYL RATOMBO	SOUTH AFRICA	NEW	Identified Content Removed
<a href="#">Forever Living Facebook Incentives</a>	Facebook	11-Nov-17	SUNIL KUMAR	INDIA	NEW	Identified Content Removed
<a href="#">Forever Living Facebook Million Dollar Check</a>	Facebook	11-Nov-17	SELLO ALBERT MASIPA	SOUTH AFRICA	NEW	Exhaustive attempts to contact responsible party through all known means unsuccessful. Account suspended.
<a href="#">Forever Living Facebook Unlimited Earning Potential</a>	Facebook	5-Jul-17	ABHINAV AMBEKAR	INDIA	MANAGER	Identified Content Removed
<a href="#">Forever Living Youtube 1 (description, video)</a>	YouTube	1-Oct-12	Our FLP YouTube			Identified Content Removed
<a href="#">Forever Living Youtube 3 (description, video)</a>	YouTube	9-Sep-15	Our FLP YouTube			Identified Content Removed
<a href="#">Forever Living Youtube 4 (description, video)</a>	YouTube	14-Apr-17	UNKNOWN	UNKNOWN	UNKNOWN	Exhaustive attempts to contact responsible party through YouTube unsuccessful.

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

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

Highest Regards,

A handwritten signature in black ink, appearing to read "Dan S. Schwarz", with a long, sweeping underline that extends to the right.

Dan S Schwarz  
Office of Global Compliance, Legal Department

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