

ATTACHMENT A: Notice to Thrive Purchasers

Dear Whole Leaf Organics Customer:

We're writing to let you know that some of the things we said in our advertising about Thrive aren't true. Scientific studies have **not** shown that Thrive reduces the risk of, prevents, or treats COVID-19.

Thrive has no known benefit related to the novel coronavirus or the disease it causes, COVID-19. Thrive won't reduce your chances of getting COVID-19. It won't prevent you from getting COVID-19. It won't treat COVID-19 or its symptoms.

If you're sick and think you may have COVID-19, contact your healthcare provider immediately. The same goes for anyone living with you. Learn more about coronavirus (COVID-19) at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

Things that may seem safe – like vitamins and herbal extracts – may interfere with other medicines and cause serious health risks. Before you take any alternative treatment for a disease, talk to your doctor.

ATTACHMENT B: Notice to CBD-EX, CBD-RX, and/or CBD-Max Purchasers

Dear Whole Leaf Organics Customer:

We're writing to let you know that some of the things we said in our advertising about CBD-EX, CBD-RX, and CBD-Max aren't true. Scientific studies have **not** shown that CBD-EX, CBD-RX, and CBD-Max, alone or in combination, treat or prevent cancer.

These products are not effective for treating or preventing cancer. In fact, taking CBD-EX, CBD-RX, or CBD-Max could interfere with effective cancer treatments.

Things that may seem safe – like oil extracts – may interfere with other medicines and cause serious health risks. Before you take any alternative treatment for a disease, talk to your doctor.

ATTACHMENT C

[On Whole Leaf Organics letterhead]

[on envelope]

GOVERNMENT-ORDERED DISCLOSURE

[content of letter, 16-point font]

[Insert Date]

Dear [Recipient]:

We're writing because you may have bought our products Thrive, CBD-EX, CBD-RX, and CBD-Max. The Federal Trade Commission (FTC) sued us for making deceptive health claims in our advertising for these products.

Contrary to our advertising claims, scientific studies have **not** shown that Thrive reduces the risk of, prevents, or treats COVID-19.

Contrary to our advertising claims, scientific studies have **not** shown that CBD-EX, CBD-RX, and CBD-Max, alone or in combination, treat or prevent cancer. These products are not effective for treating or preventing cancer. In fact, taking CBD-EX, CBD-RX, or CBD-Max could interfere with effective cancer treatments.

The enclosed order requires us to:

- 1) stop claiming that Thrive reduces the risk of, prevents, or treats COVID-19
- 2) stop claiming that CBD-EX, CBD-RX, and CBD-Max, alone or in combination, treat or prevent cancer
- 3) tell our customers about the FTC's lawsuit

Learn more about the FTC's lawsuit at [URL].

Sincerely,

[Whole Leaf Organics signatory]

Enclosure [Enclosed Order]