



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Statement of Commission
In re Teami, LLC
March 6, 2020

As alleged in the Commission’s detailed complaint, Teami and its owners earned millions making unsubstantiated claims about their tea products and promoted those claims using paid influencers who failed to appropriately disclose their connections to the company, even after being warned to stop. Today’s order resolving those allegations puts a halt to these practices, and orders the Defendants to return \$1,000,000 to consumers who were harmed.

The internet is an important mechanism for facilitating the flow of information between businesses and consumers, so combatting the spread of misinformation online is critical. The relief obtained in this matter demonstrates the Commission’s commitment to battling digital misinformation. As noted in our statement regarding the i-Dressup.com and ClixSense.com matters, the Commission has instructed staff to review closely our orders to determine whether they could be strengthened and improved. Importantly, the Commission will continue to review our approach to injunctive relief, and in particular, whether our orders adequately ensure that advertisers under order take responsibility for monitoring their marketing. Across the board, the Commission is committed to seeking strong remedies against advertisers that deceive consumers because deceptive or inaccurate information online prevents consumers from making informed purchasing decisions and creates an uneven playing field for those that follow the rules.