

**From:** JStevens@babystrong.com

**Subject:** Trouble on the new promotion

**Date:** Apr 5, 2018

**To:** MRosen@babystrong.com

Dear Marion,

I heard you that you are about to release your forecast for infant formula and baby supplements and that you expect a more than 50% increase in sales of supplements due to their possible use in an adult cleanse or detoxification diets. Don't do that. In the first week of May the Global Cable News Network is going to broadcast a special documentary on how using our supplements as part of a detoxification or cleanse diet reduces the effectiveness of the flu vaccine. Apparently, some very healthy people died of the flu as a result of using our product with these special diets. When this documentary is shown on TV, the U.S. Food and Drug Administration will definitely ban our product's use as an adult detoxification or cleanse diet supplement. Fortunately, the damage is limited to these kinds of diets. It is still fine as a baby supplement.

YOU SHOULD NOT INCREASE YOUR FORECAST THIS YEAR! Sorry to bring you bad news.

Best regards,

June

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June Stevens  
V.P. Public Relations

**BabyStrong**  
Raising your Baby

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