

From: JStevens@babystrong.com

Subject: Trouble on the new promotion

Date: Jan 4, 2019

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 10% increase in sales. I heard that is based on a more than 50% increase in supplements due to the possible use of our supplement products in 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

June Stevens
V.P. Public Relations

BabyStrong
Raising your Baby

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