



April 20, 2009

Thomas Smith, Vice President of Sales and Marketing
DGL Consumer Products
12850 E. 40th Avenue Unit 88
Denver, CO 80239
FAX: (303) 779-4451

Dear Mr. Smith,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us to express disappointment with an e-mail they received about Twist & Pout Lip Balm SPF-20. Specifically, it reads: "Flowers for Mom are positively passé: Give her something different this Mother's Day."

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose Twist & Pout Lip Balm for many positive reasons. Therefore making references to flowers to make your lip balm stand out seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,

Jenny Scala
Director, Consumer Marketing
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