

Dear Ms. Rook, Mr. Sampson, Ms. Smith and Ms. Murphy:

Thank you for coming to meet with me and my colleagues in New York last Thursday. It was an important opportunity to hear your concerns about the marketing campaign for Dior Addict perfume and cosmetic products and for us to share our perspective with you. We hope you agree that this exchange of views and information was very productive for all of us.

Parfums Christian Dior and our parent company LVMH Moët Hennessy Louis Vuitton fully recognize the serious public health issue of drug addiction. Learning more about your organizations at our meeting reinforced the great respect we have for your work in combating this scourge and helping its victims.

Please let me reiterate that Parfums Christian Dior has never had any intention to trivialize or glamorize drug abuse or to offend individuals who suffer from or are trying to recover from addictions, or their families. We greatly appreciate your recognition of this, as well as the fact that we have acted responsibly in responding to you.

We regret that certain aspects of the promotional materials for Dior Addict may have nevertheless given rise to misunderstanding. As we discussed, "Dior Addict" is a single brand name and it is about being totally devoted to Dior. Consistent with that, the objective of its marketing campaign is to glamorize the Dior brand and lifestyle, which are about beauty, sensuality, elegance and energy.

Our meeting provided us with the opportunity to hear your views in detail and for us to set out the actions we will take to address any misunderstanding. To that end, as we discussed, we will do the following:

Revise the main perfume visual as we showed you, dropping the tagline "admit it" and making the Dior name more clearly visible. We will also add the statement "the new perfume from Christian Dior" under the product name. Further, as you requested, we are considering integrating a message along the lines of "totally devoted to Dior" to clarify our message.

Entirely discontinue use of the tagline "admit it," eliminating it from our website and all promotional materials from here on.

Not refer to products by the name "Addict" alone in our promotional materials, only in conjunction with "Dior," consistent with the brand name "Dior Addict." We will make every effort to ensure that the two words are equally prominent.

Terminate our use and distribution of the image of a bicep with a lipstick tattoo.

Terminate our use and distribution of the lipstick visual, and remove the related lipstick video from our website.

We are also considering other suggestions you made at the meeting regarding a training seminar on issues of drug addiction and alcoholism for employees at our New York headquarters, as well as working with an individual who could give us feedback on matters of concern to you. We will be in touch with you on these suggestions soon, but we felt it was important to get back to you promptly

Dear Ms. Rook, Mr. Sampson, Ms. Smith and Ms. Murphy:

Thank you for coming to meet with me and my colleagues in New York last Thursday. It was an important opportunity to hear your concerns about the marketing campaign for Dior Addict perfume and cosmetic products and for us to share our perspective with you. We hope you agree that this exchange of views and information was very productive for all of us.

Parfums Christian Dior and our parent company LVMH Moët Hennessy Louis Vuitton fully recognize the serious public health issue of drug addiction. Learning more about your organizations at our meeting reinforced the great respect we have for your work in combating this scourge and helping its victims.

Please let me reiterate that Parfums Christian Dior has never had any intention to trivialize or glamorize drug abuse or to offend individuals who suffer from or are trying to recover from addictions, or their families. We greatly appreciate your recognition of this, as well as the fact that we have acted responsibly in responding to you.

We regret that certain aspects of the promotional materials for Dior Addict may have nevertheless given rise to misunderstanding. As we discussed, "Dior Addict" is a single brand name and it is about being totally devoted to Dior. Consistent with that, the objective of its marketing campaign is to glamorize the Dior brand and lifestyle, which are about beauty, sensuality, elegance and energy.

Our meeting provided us with the opportunity to hear your views in detail and for us to set out the actions we will take to address any misunderstanding. To that end, as we discussed, we will do the following:

Revise the main perfume visual as we showed you, dropping the tagline "admit it" and making the Dior name more clearly visible. We will also add the statement "the new perfume from Christian Dior" under the product name. Further, as you requested, we are considering integrating a message along the lines of "totally devoted to Dior" to clarify our message.

Entirely discontinue use of the tagline "admit it," eliminating it from our website and all promotional materials from here on.

Not refer to products by the name "Addict" alone in our promotional materials, only in conjunction with "Dior," consistent with the brand name "Dior Addict." We will make every effort to ensure that the two words are equally prominent.

Terminate our use and distribution of the image of a bicep with a lipstick tattoo.

Terminate our use and distribution of the lipstick visual, and remove the related lipstick video from our website.

We are also considering other suggestions you made at the meeting regarding a training seminar on issues of drug addiction and alcoholism for employees at our New York headquarters, as well as working with an individual who could give us feedback on matters of concern to you. We will be in touch with you on these suggestions soon, but we felt it was important to get back to you promptly regarding the matters set out above.

In addition, in response to your question, if you are asked by the media about our meeting and the excellent progress we have made, please feel free to share this letter, as well as your views following the meeting. You should also feel free to post this letter on the FAVOR, NCADD and MOMStell websites if you like. If we receive any media inquiries, we will confirm the information that we are conveying to you in this letter.

We would be pleased to hear back from you confirming that we have addressed your concerns along the lines described above.

Once again, we appreciate the time you spent with us and the responsible and thoughtful manner in which you outlined your concerns. We are glad that together we have been able to address the issues you raised in a spirit of cooperation in the public interest.

Very truly yours,

Claude Martinez
President