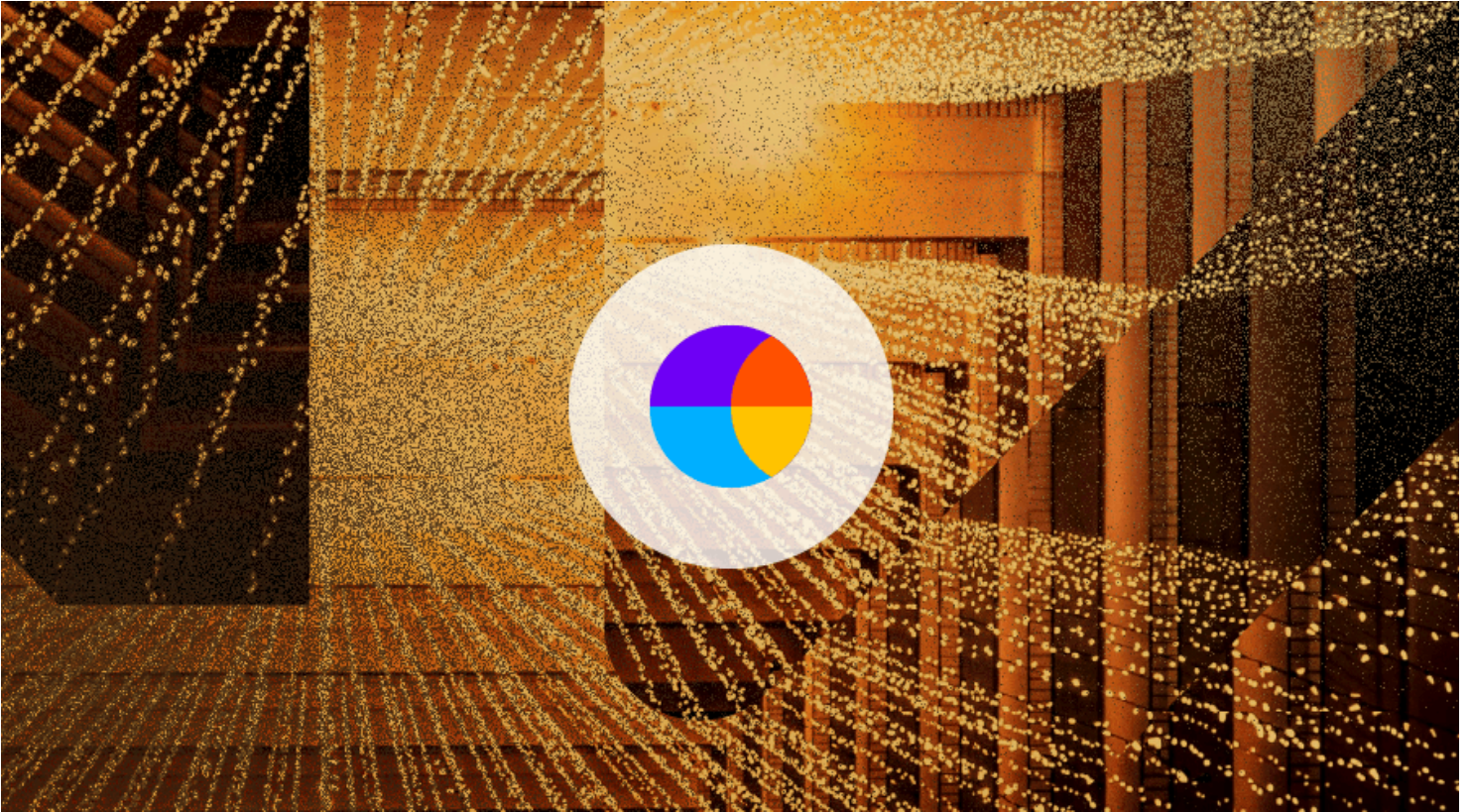


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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #221-2025: Administrative Closure - Amare Global Holdings, Inc.

Company Description

Amare Global Holdings, Inc. (“Amare” or the “Company”) is a direct selling company that was launched in 2017 and headquartered in Lehi, Utah. The Company markets health and wellness products, including weight management, nutrition, and hair care products.

Basis of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs.

This inquiry was commenced by DSSRC pursuant to its ongoing independent monitoring of advertising in the direct selling industry and pertained to income claims disseminated by Amare’s Brand Partners. DSSRC was concerned that the representative claims below communicated the message that the typical Amare Brand Partner can generally expect to earn significant income from the Company’s business opportunity.

The representative claims that formed the basis of DSSRC’s inquiry are set forth below.

Earnings Claims

1. “🌟 5 rank-ups (and I’m not stopping!) 💰 Monthly bonuses that cover my NEW car ✈️ Travel paid for—Toronto, Texas, NYC... where to next?! ...I wake up excited, feeling my BEST, and helping others do the same—while building real financial freedom.” (March 2025)
2. “It’s more than just selling products—it’s about creating freedom, flexibility, and financial stability on your terms. Whether you want a side income or a full-time career, the choice is yours.” (March 2025)
3. “financial freedom”¹ (March 2025) (April 2025)
4. “✅ A Generous Comp Plan – We get paid 7 different ways, including vacations of a lifetime with our Path to Paradise program 🌳 ... 🌟 Right now, I have a MASSIVE opportunity for the next person ready to join my team. If you’re looking for a way to boost your income, create financial freedom, and be a part of something life-changing, let’s talk... What could an extra \$500, \$1000, \$2000, or even \$3000+ a month do for your family? Let’s make it happen. 🙌” (April 2025)
5. “We can help you make a minimum of \$500 every single month...I have well exceeded that \$500 mark every single month since I started” ... We have a VERY. VERY. VERY. Simple system, that when you follow this every single month, you will make \$500. This is *every* month... 5 orders = \$500 It can be a customer...a bran partner...any combo of the two. The focus on five system is simple. And \$500 us a lot of money...You can promote all the way to to the top of the company, earn trips, bonuses, company pool bonuses, just from Customer sales Silver- 5k in vol, \$1k check; Gold- 10k in vol, \$2k check; Platinum- 15k in vol, \$2,500 check.” (March 2025)
6. “What can an extra 10k do for you?” (July 2023)

Company’s Position

Following its receipt of the DSSRC Notice of Inquiry, Amare informed DSSRC that adhering to accepted standards and regulations is the Company’s utmost priority, and it had taken remedial action in connection with the claims after the receipt of DSSRC’s letter.

More specifically, Amare took prompt action to address each of the non-compliant claims referenced in the Notice of Inquiry. Amare’s actions included providing the Brand Partners in question with educational resources and guidance on compliance with accepted regulations and standards. The Company successfully facilitated the removal of all identified claims.

Further, Amare stated that it is committed to continuously improving its practices and adhering to regulatory and compliance standards.

Administratively Closed Resolution

DSSRC acknowledged and appreciated Amare’s prompt response in addressing its concerns and confirmed that the Company voluntarily facilitated the removal of all of the claims that were the subject of the inquiry. DSSRC determined that the good faith efforts of the Company were necessary and appropriate.

The FTC Business Guidance for Multi-Level Marketing (“the FTC Guidance”), states that “any earnings claim should reflect what the typical person to whom the representation is directed is likely to achieve in income, profit, or appreciation.”² The FTC Guidance further notes that claims of significant earnings are atypical to what the average participant would earn.³ Accordingly, disseminating an atypical earnings claim, such as one suggesting that a Company representative will receive financial security from the business opportunity, may create an inaccurate impression with a prospective salesforce member. In this regard, if a participant in an MLM or direct selling opportunity makes an income or earnings claim, they must have a reasonable basis for making the claim. This includes “reliable, empirical evidence demonstrating that the typical person in the group . . . is likely to realize . . . an amount equal to or greater than that conveyed by the earnings or lifestyle claim.”⁴

Similarly, The DSSRC Guidance on Earnings Claims for the Direct Selling Industry (the "DSSRC Guidance") advises both direct selling companies and their independent salesforce members to avoid using language or imagery that suggests earnings exceeding what a typical salesforce member could reasonably expect under similar circumstances. The Guidance also emphasizes that certain terms and expressions—such as “financial freedom”—pose a heightened risk of misleading consumers, particularly when used without appropriate context.

Based upon the actions taken by Amare to address DSSRC’s concerns, the inquiry was administratively closed.

Conclusion

DSSRC confirmed that all earnings claims brought to the Company’s attention have been removed. As a result of these actions, DSSRC administratively closed the inquiry.

Company Statement

“At Amare, we are steadfast in our commitment to promoting our business opportunity with honesty, clarity, and transparency. Our reputation among both customers and industry peers holds great significance for us, and we are diligently working to preserve and enhance it. We acknowledge and value the role of the Direct Selling Self-Regulatory Council in supporting accountability and best practices within our sales channel. Our primary focus remains on supporting our Brand Partners by equipping them with the necessary tools and training to ensure their compliance with industry established guidance. We are continually engaged in the development of new resources to enhance our compliance strategies, optimize our processes to maintain transparency, compliance, and the confidence of our consumers.”

(Case #221, closed on 6/18/25)
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[1] DSSRC identified this claim in four different Facebook posts that were disseminated between March and April of 2025.

[2] *See* Fed. Trade Comm’n, Business Guidance Concerning Multi-Level Marketing, Section 13 (April 2024)
<https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>.

[3] *Id* at Section 13.

[4] *Id*.

July 18, 2025

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