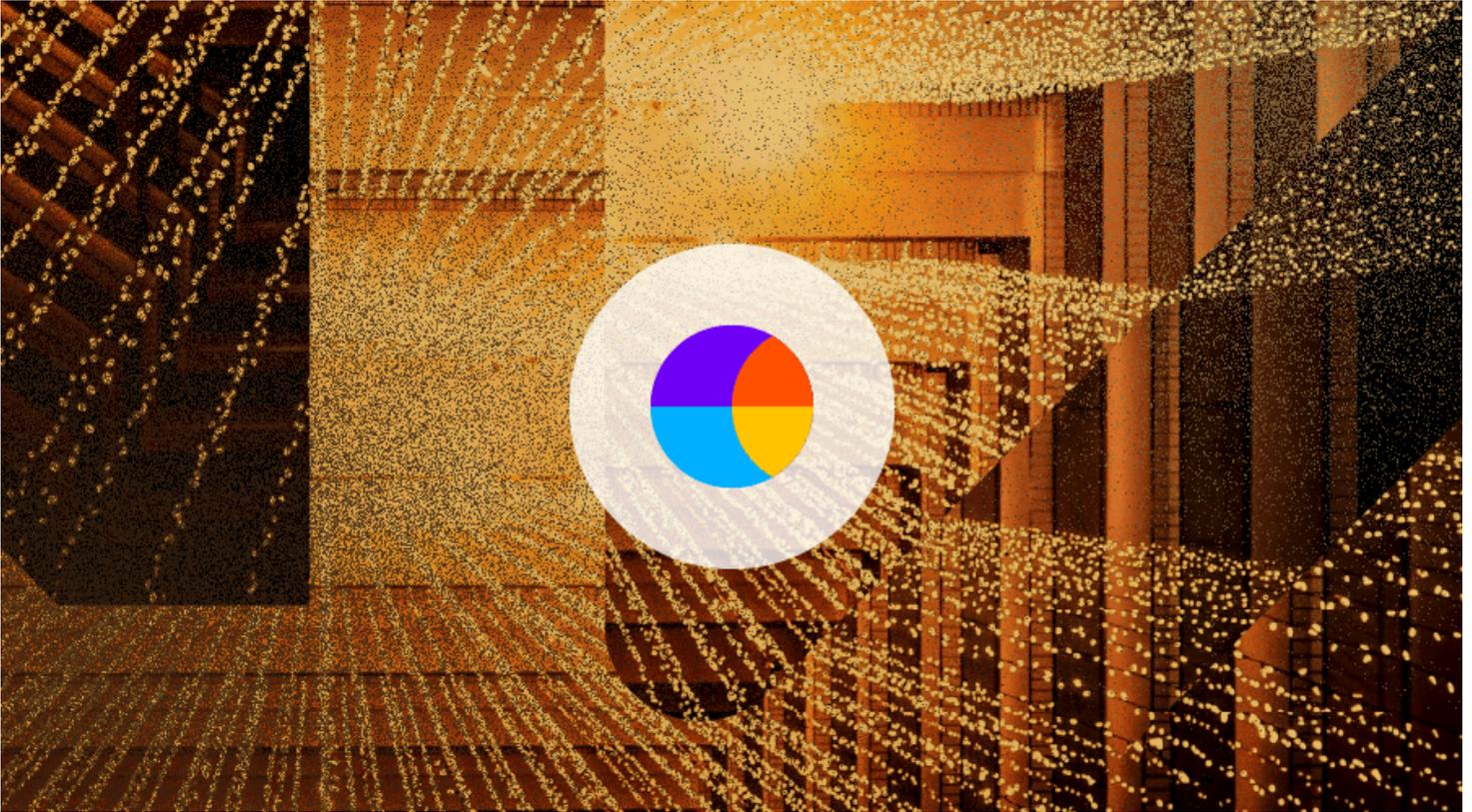


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# Case #247-2026: Administrative Closure – Arieyl LLC

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #247-2026: Administrative Closure – Arieyl LLC

## Company Description

Arieyl LLC (“Arieyl” or “Company”) is a U.S. based direct-selling company that was launched in 2020 and headquartered in St. Cloud, Florida. The Company’s product line focuses on health, wellness, beauty, and lifestyle — including items such as supplements (gummies, tinctures, capsules), bath products (bath salts, oils), cosmetics/skincare, pet-care items, and other wellness/lifestyle 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 process, which monitors advertising and marketing claims disseminated by direct selling companies and their salesforce members.

This inquiry pertained to earnings claims disseminated on Facebook by members of ArieYl’s independent salesforce and testimonial claims that were communicated on the Company website. DSSRC was concerned that the earning claims that were the subject of this inquiry communicated the message that the typical ArieYl salesforce member can earn significant income through the Company’s business opportunity.

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

### *Earnings Claims*

1. “Become your highest self and Earn from Your Phone with ArieYl... Unlimited Potential: The sky’s the limit! Your earnings are only capped by your ambition. #financial freedom” (2024)
2. “Whether you want part-time income or a full-time lifestyle, this opportunity works!” (2025)
3. “Since joining ArieYl and earning towards the life I always dreamed of, I’ve come to the realization that we need more rich, GOOD people who love to inspire and uplift other people! ... I wanna be rich! If you’re ready to make some real money instead of spending it and needing more than you have, join us for our exciting opportunity call on Thursday nights! ... Let’s discover financial freedom” (2024)
4. “ArieYl was built on a promise—one that our CEOs, Kristen & Travis, have stood by from day one: We will NEVER take away the opportunity to build true financial freedom... They see what works, but they don’t have what we have—visionary leadership, financial stability, and a company designed for long-term success.... We don’t even consider ourselves a traditional network marketing company. You don’t have to build a team to make serious money here. We have an unmatched comp plan where your effort alone can lead to massive commissions.” (2025)
5. “Join My ArieYl Team and Build Your Dream Life! Are you ready to take control of your future, achieve financial freedom, and become part of a supportive community? Whether you’re looking for a side hustle or a full-time career, ArieYl offers unlimited earning potential and personal development opportunities.” (2025)
6. “This is more than just a business—it’s a lifestyle of wellness, freedom, and empowerment... If you’re looking for Financial freedom Then let’s do this together!” (2025)
7. “ArieYl 2.0 is HERE & It’s More Money. More Freedom.... 13 ways to get PAID (yes, including a Tesla bonus) ... If you’ve ever wanted to monetize your social media, create more freedom for your family, and build something BIGGER—this is your chance to get in at the START of major growth momentum!... 2025 is the year of abundance ” (2025)
8. “The best part? There’s no cap on what you can earn! You can make a little extra for fun money or build it into something BIG like I’m doing.” (2025)
9. “From **homelessness**. From **hunger**. From **barely making it**. From **poverty itself**. I am going to build my way up and out of my current situation >>>> with ArieYl, and help those who have a fire in their heart to do the same thing! ... **Ready to enter a new tax bracket!**? I’m looking for **women who are DONE struggling** and ready to **rock this ArieYl adventure with me!** Let’s take “getting out of debt” and **turn it into generational wealth!**” (2025)
10. “If you’re looking for more—more freedom, confidence, financial stability, and support—ArieYl is where you need to be!... Whether you’re a busy mom, student, or just want extra income, you control your schedule and success... The only thing standing between you and the life you want is the decision to go for it. Are you ready?” (2025)

### *B. Testimonial Claims from the Website*

1. “ArieYl has given me the tools and confidence to prioritize my wellness while building a biz that empowers me to help others feel their best. It’s transformed my mindset, health, and financial freedom!”
2. “I love ArieYl because they have what I need to be physically, mentally, emotionally, spiritually, & financially fit ... in abundance!”
3. “ArieYl has completely transformed my mind, health, and bank account!”

### **Company’s Position**

Upon being notified of the DSSRC inquiry, ArieYl promptly initiated remedial measures to address the 13 earnings claims identified. The Company contacted the salesforce members responsible for the social media posts in question and requested that the content be removed. These efforts resulted in the successful removal of nine of the 10 identified social media posts.

With respect to the remaining post, Arieyl informed DSSRC that the individual responsible is no longer affiliated with the Company. Despite Arieyl's good-faith attempts to correspond with the former salesforce member and request removal of the post, the individual did not respond to the Company's outreach.

Arieyl also revised the three earnings testimonials appearing on its corporate website. The individuals featured in those testimonials removed statements referencing "financial freedom," being "financially fit ... in abundance," and representations suggesting that their financial circumstances had been transformed as a result of their involvement with the Company.<sup>1</sup>

In its communications with DSSRC, Arieyl further affirmed its commitment to ongoing monitoring of the claims conveyed by its salesforce and to providing comprehensive training to ensure that all representations regarding the Company's business opportunity are accurate and compliant with applicable standards.

### **Administratively Closed Resolution**

DSSRC acknowledged Arieyl's efforts to remove or appropriately modify 12 of the 13 online earnings claims identified during this inquiry. Rather than seeking to substantiate the representations with supporting data, the Company elected to focus on eliminating or revising the claims to bring them into alignment with applicable standards. DSSRC determined that this approach was both appropriate and necessary.

The Federal Trade Commission's 2024 *Business Guidance Concerning Multi-Level Marketing* ("FTC Guidance") reiterates that MLM companies and their representatives must have a reasonable basis for any income-related representations made to prospective or current participants.<sup>2</sup> Under the FTC Guidance, a "reasonable basis" requires credible, empirical evidence—not personal testimonials, isolated experiences, or subjective beliefs. Income claims conveyed without such support are considered deceptive.<sup>3</sup>

In this matter, DSSRC was particularly concerned about posts suggesting that the typical Arieyl salesforce member could achieve financial freedom or earn substantial income through participation in the Company's business opportunity. In the absence of data demonstrating that such results are generally attainable by the typical participant, DSSRC agreed that Arieyl's decision to pursue removal or modification of these claims was warranted.

The FTC Guidance referenced earlier further cautions that representations implying career-level income, job-replacement earnings, debt elimination, or significant supplemental income are deceptive when such outcomes are not typical or when the MLM lacks objective data to evaluate those results.<sup>4</sup> DSSRC's own *Guidance on Earnings Claims for the Direct Selling Industry* likewise identifies certain phrases as inherently problematic when used in broad promotional contexts. Examples include "quit your job," "be set for life," "unlimited income," "full-time income," "career-level income," "replacement income," and other language implying unrealistic or unsubstantiated financial success.<sup>5</sup>

DSSRC has also consistently raised concerns regarding the use of terms such as "financial freedom" and "financial independence." These phrases—commonly understood to indicate the ability to meet one's financial obligations without ongoing employment—carry a significant risk of misleading consumers when presented as typical outcomes in the direct selling context.<sup>6</sup>

Notwithstanding the Company's genuine effort to remedy the one social media post that remains publicly accessible, DSSRC remained concerned about the claims in the post suggesting that salesforce members can generally expect to achieve "serious money," financial stability, and other substantial financial gains from the Company's business opportunity. As an additional measure to demonstrate its commitment to monitoring unauthorized earnings representations, DSSRC recommends that Arieyl also submit a takedown request directly to Facebook. If the platform declines to remove the content, the Company should consider posting a clarifying comment indicating that the earnings claim was not authorized by Arieyl and that the Company has requested that the individual responsible remove or amend the post.

### **Conclusion**

Based on the Arieyl's actions to remove twelve of the thirteen claims identified in this inquiry and its ongoing good-faith efforts to remediate the final outstanding post, DSSRC has administratively closed this inquiry. DSSRC will continue to actively monitor online claims disseminated by the Company's salesforce members. Should DSSRC identify a pattern of unsupported earnings claims in future monitoring, it will take appropriate action, including the initiation of a compliance inquiry, to address the Company's support for such claims.

(Case No. 247, closed on 12/03/2025)  
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[1] Although not part of DSSRC’s inquiry, Arieyl also voluntarily revised language relating to its car bonus program by removing statements implying that participants in the Company’s business opportunity could “ride for free.”

[2] FTC Business Guidance Concerning Multi-Level Marketing, FTC Staff, Section 15 (Apr. 30, 2024).

[3] *Id.*

[4] *Id.*

[5] See DSSRC Guidance on Earnings Claims, section 6 at [dssrc\\_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

[6] See – Thrive Life, LLC, Case #220-2025; Total Life Changes, LLC Case #217-2025; Tranont, Case # 214-2025.

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