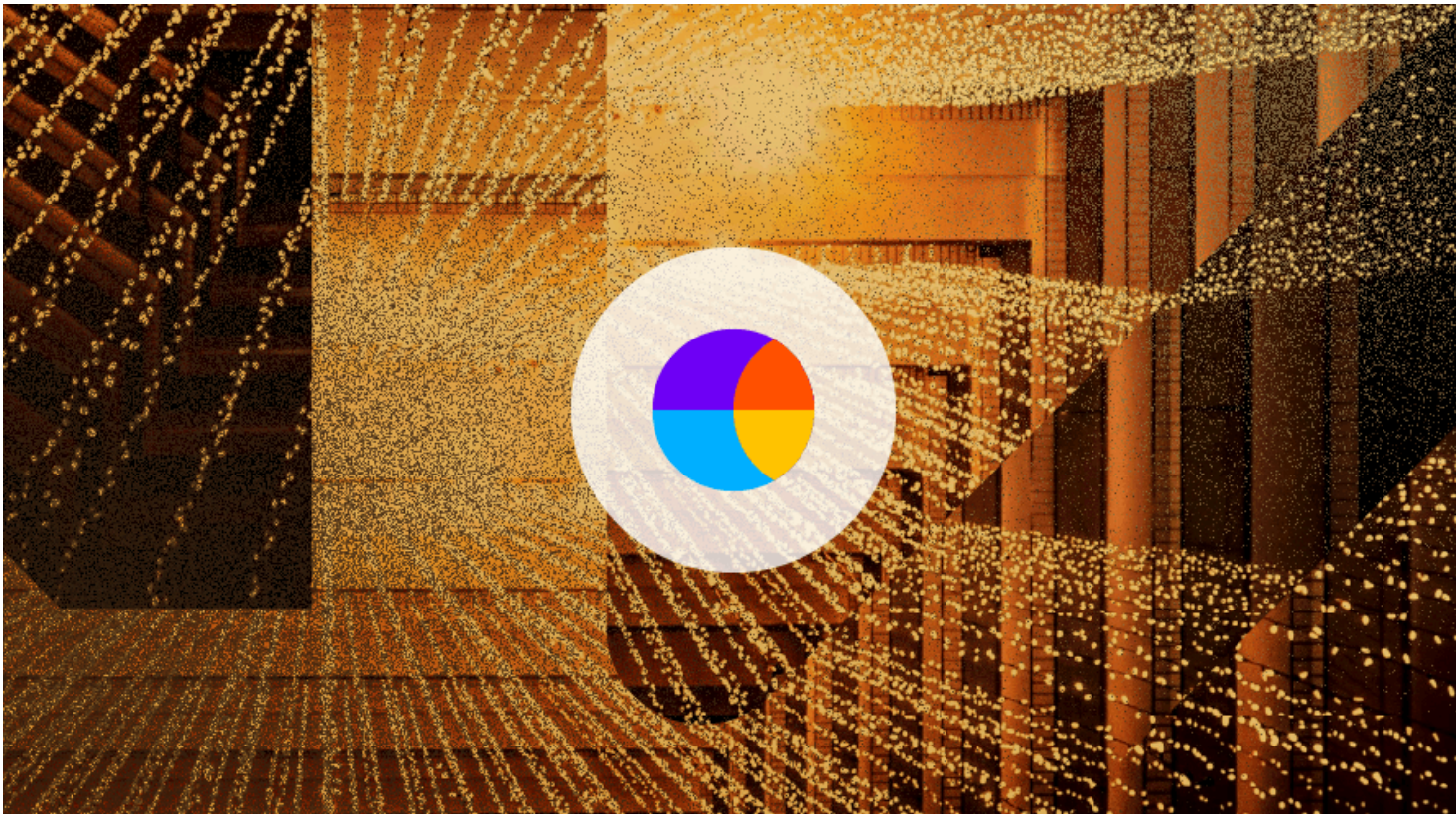


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1. [Home](#)
2. [Programs](#)
3. [Advertising Self-Regulation](#)
4. [Direct Selling Self-Regulatory Council \(DSSRC\)](#)
5. [Administratively Resolved](#)
6. [Case #251-2026: Bravenly Global, LLC](#)

Case #251-2026: Administrative Closure – Bravenly Global, LLC

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Direct Selling Self-Regulatory Council

Case #251-2026: Administrative Closure – Bravenly Global, LLC

Company Description

Bravenly Global, LLC (“Bravenly” or the “Company”) is a U.S.-based health and wellness company founded in 2020 and headquartered in Seminole, Florida. The Company develops and distributes a range of nutritional supplements, weight management products, skincare, and wellness solutions. The company operates through a direct selling business model, marketing its products across the United States through a network of independent Brand Partners who promote and sell directly to consumers.

Basis of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”), a national advertising self-regulation program administered by BBB National Programs, initiated this inquiry as part of its ongoing, independent monitoring of advertising and marketing claims within the direct selling industry.

This matter pertained to nine earnings claims disseminated on Facebook and Instagram. DSSRC expressed its concern that the claims conveyed messages suggesting that a typical Bravenly salesforce member could achieve significant income, including representations of “financial freedom” and the ability to earn full-time income. DSSRC was concerned that such claims may communicate unsupported expectations regarding the income that would be generally expected through participation in the Bravenly business opportunity.

The representative earnings claims set forth below formed the basis of this inquiry:

1. “I was praying for an opportunity... for an answer to change my financial outlook. I’ve built a team of over 55 people who are changing their family’s financial stories every single Monday morning. ... And the fact that I’ve nearly replaced Brian’s income? That’s not luck. #Financial Freedom” (November 2025)
2. “When I say Bravenly changed my life, I mean it in every way – physically, financially...DebtFree + Financially Secure — No outside investors, no debt, just stability....Massive Bonuses + Global Bonus Pool — helping others create wellness and financial freedom.” (October 2025)
3. “Paychecks not stretching like they used to? Or maybe not coming at all because of the government shutdown? I get it. Because of Bravenly, I retired four years early and have an extra stream of income beyond anything I imagined. PRAISE JESUS!!! I haven’t had to tap into my retirement, and the cash keeps rolling in 5x a month.” (October 2025)
4. “I signed up with Bravenly because I needed money. Sounds crazy, right? Already broke... and then spending money to hopefully become unbroke... At first, I didn’t even care about the products- never even tried them—I just wanted to cover bills and take care of my baby. If she could make \$15K+ a month doing this, , surely I could make at least \$500.” (September 2025)
5. “If you’ve been praying for an extra \$500–\$1000 a month... ” (November 2025)
6. “My desire is that people realize they can change their situation—it just takes a step of faith. If you’re in a financial struggle and can’t see a way out—this opportunity is for you. If you’re carrying debt—this is for you. If you need extra grocery money—this is for you. If you’re worried about making the mortgage—this is for you.” (September 2025)
7. “Financial Freedom – The Bravenly business model can give you the opportunity to create an income that fits your lifestyle. No more relying on a 9-5 or feeling stuck in a paycheck-to-paycheck cycle.” (April 2025)
8. “Make that money honey (accompanied by a picture of bundles of money)... “My Bravenly income helped us buy our dream home with land AND more than covers the mortgage every month... What would an extra \$50 do to your family each month? What about an extra \$5,000? Or an extra \$5,000... This month passed what I made in one month at my fulltime job by \$5,000... This check was \$12k more than my monthly goal income.” (October 2025)
9. “That’s right, I do! I make a fulltime income from my phone, by posting on social media... If you’re looking to bring an extra \$200-\$500 a month, run to my DM’s or comment info below #bravenly” (March 2023)

Company Position

Bravenly stated that its ongoing commitment is to ensure that its independent salesforce members always market the Company’s business opportunity in a truthful and transparent manner. Upon receipt of DSSRC’s inquiry, Bravenly initiated an internal review of the identified social media posts and worked directly with the field to secure their removal. The Company advised DSSRC that several of the posts had already been in the process of review prior to receipt of the inquiry as part of its ongoing compliance monitoring efforts.

As a result of these efforts, eight out of nine identified posts were removed shortly after DSSRC’s notice. With respect to the remaining active post, the Company informed DSSRC that the content had been disseminated by a salesforce member who was no longer affiliated with the Company, and that it had made multiple attempts to contact the member and requested that the video be removed. As a demonstration of its good faith efforts to address the concerns of DSSRC in the inquiry, the Company provided DSSRC with a copy of the correspondence to the inactive salesforce member and expressed its commitment to report the matter to Facebook.

The Company also provided DSSRC with an overview of its compliance education and oversight efforts, including the facilitation of corporate compliance training and integrating additional compliance modules into its onboarding curriculum. Bravenly further outlined the corrective steps it had taken to ensure that future earnings claims were accurate and truthful, including plans to introduce supplemental field-wide training to reinforce appropriate messaging of earnings claims.

Administratively Closed Resolution

Through its compliance and outreach efforts, Bravenly facilitated the removal of eight out of nine social media posts at issue in this inquiry. DSSRC acknowledged the Company’s good-faith actions to address the post that remained publicly available and determined that Bravenly’s actions were necessary and appropriate.

In its review, DSSRC concluded that the earnings claims at issue could reasonably convey the message that a typical Bravenly salesforce member would be likely to earn substantial income—such as achieving “financial freedom” or “unlimited income”—through participation in the Company’s business opportunity. DSSRC determined that such representations may be reasonably interpreted as communicating expectations about generally achievable results that require appropriate substantiation and context.

The Federal Trade Commission’s (FTC) Business Guidance Concerning Multi-Level Marketing provides that earnings claims must reflect what participants can generally expect to earn. The FTC has cautioned that representations highlighting the potential for significant income are often not indicative of the results achieved by typical participants and, if not properly qualified, may mislead consumers.¹ The FTC Guidance further explains that atypical income or lifestyle claims must be supported by competent and reliable evidence demonstrating that the represented results are typical. In the absence of such substantiation—and without clear and conspicuous disclosures regarding generally expected earnings—aspirational or high-level income claims may create a misleading impression of the opportunity.²

Consistent with this framework, DSSRC’s Guidance on Earnings Claims for the Direct Selling Industry advises companies and their salesforce members to refrain from using statements or imagery that suggest income levels beyond what an average participant could reasonably expect to achieve. DSSRC has identified the term “financial freedom” as particularly susceptible to consumer misinterpretation.³ Prior DSSRC decisions have found that aspirational language, when presented without adequate explanation or qualification, may reasonably be interpreted as a promise of substantial or life-changing income.⁴

With respect to the one Facebook post that remains publicly accessible, when a direct selling company becomes aware that a former salesforce member has disseminated an unauthorized earnings claim, the company is expected to demonstrate that it undertook reasonable, good-faith efforts to secure removal of the content. In this instance, DSSRC concluded that Bravenly adequately demonstrated that it made appropriate and diligent efforts to address the non-compliant post and has committed to continuing its attempts to facilitate its removal.

In light of the Company’s documented actions demonstrating comprehensive and good-faith efforts to address DSSRC’s concerns, DSSRC determined that administrative closure of the inquiry was appropriate.

Conclusion

DSSRC appreciated Bravenly’s prompt and good-faith cooperation in addressing the earnings claims identified in this inquiry. Based on the Company’s actions to have eight of the nine posts identified in this inquiry removed and its good faith actions to remove the one remaining post, DSSRC administratively closed its inquiry.

Company Statement

“Bravenly Global is committed to ensuring that its independent Brand Partners promote both our products and our business opportunity in a truthful, transparent, and responsible manner. Protecting the trust of our customers, Brand Partners, and the broader direct selling community is a responsibility we take seriously. Through active compliance monitoring, ongoing education, and direct outreach when concerns arise, Bravenly works to ensure that marketing messages accurately reflect the opportunity and remain aligned with regulatory guidance. We will continue to strengthen our compliance training and provide practical resources to our field to support responsible messaging and uphold the integrity of the Bravenly community.”

(Case #251, closed on 2/24/26)
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[1] 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>.

[2] *Id.*

[3] Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A)(2022).

[4] See DSSRC Case #51-2023: LifeWave, Inc. (June 2023).

March 26, 2026