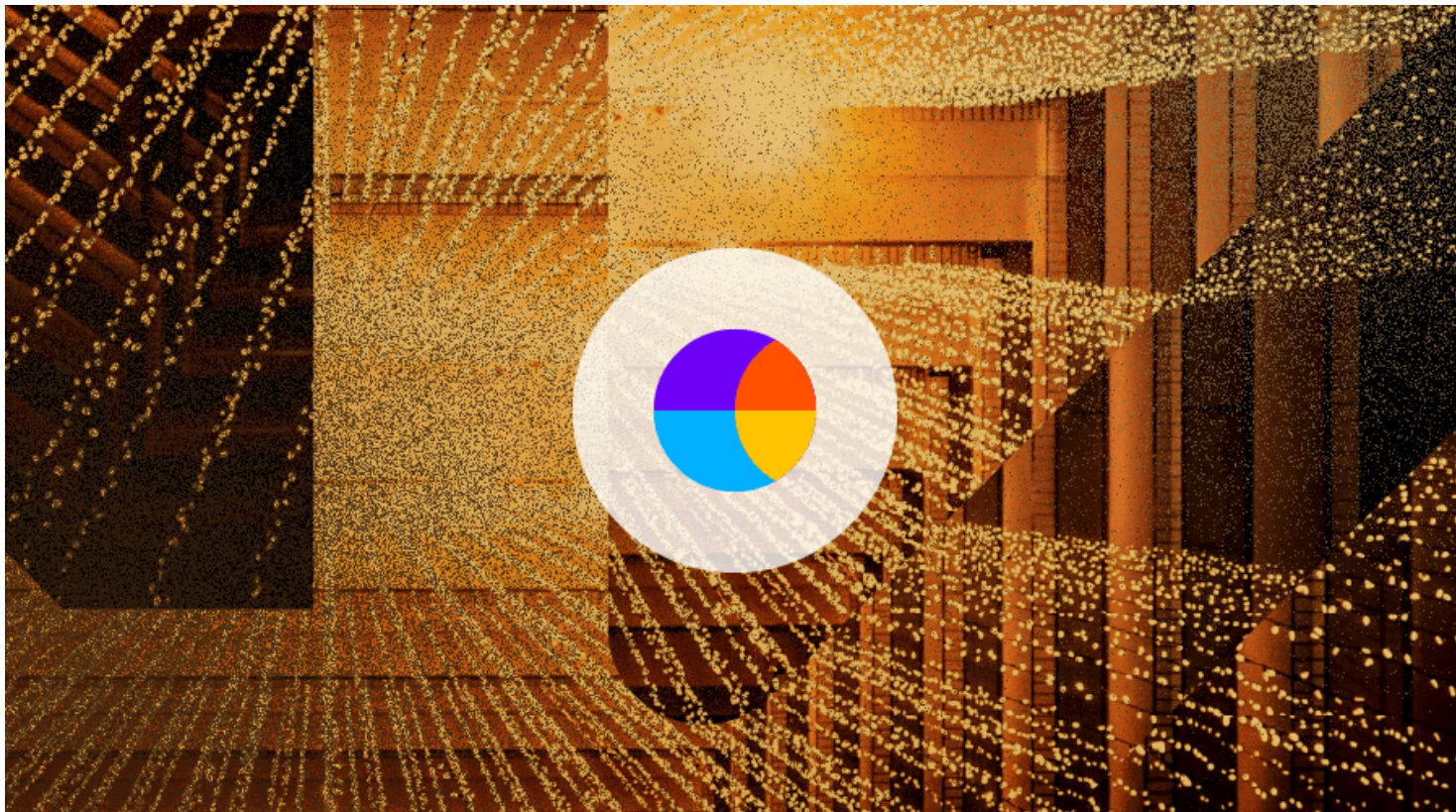


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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #246-2026: Government Referral – Faberlic, LLC

Company Description

Faberlic, LLC (“Faberlic” or the “Company”) is a direct selling company that markets and sells a wide range of consumer products primarily in the beauty, personal care, health, and lifestyle sectors. Founded in 1997 in Moscow, Russia, the Company launched operations in the United States as part of its global direct-selling expansion, offering tailored lifestyle products to U.S. customers and salesforce members via its direct sales network.

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 marketplace and pertains to income claims disseminated by the Company’s salesforce members on Facebook.

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

Earnings Claims

1. “A “side hustle” is more than just another stream of income. It’s also the new job security... Most would say an extra \$200-\$500 a month would be life-changing for their families.” (August 2021)
2. “I want my parents visit new country for 7-10 days every 6 months since November 11, 2024. By that time my monthly check shall have been at least \$ 7,000 after taxes..... there is no salary ceiling and the business infrastructure is fully built. In addition, the United States is a new market for the company.” (November 2021)
3. “I also received my first paycheck and all I can say is YOWZA! I love receiving checks with commas in them!” (October 2021)
4. “Faberlic gives you the opportunity to start your business with unlimited potential earnings.” (April 2022)
5. “People are making between \$10,000-\$12,000 a MONTH!! Let that really sink in.” (October 2025)
6. “No tricks here! Treat yourself to financial freedom with Faberlic!” (October 2021)
7. “Start growing your business in the U.S. today ! Be one of the first and build your financial independence through Faberlic” (October 2021)
8. “I am grateful for the breath of fresh air Faberlic has already brought in my life. I’m forever grateful for this AMAZING opportunity to train, coach and lead women and men to the financial freedom that they deserve! 🙌🙌🙌” (September 2021)
9. “Would you like to be financially independent and work from home at convenient times? I am looking for ladies who want to be financially independent to join my team. #financialfreedom” (March 2022)

Company’s Non-Participation in the DSSRC Process

On November 21, 2025, DSSRC sent a Notice of Inquiry by email and by USPS 2-day mail to the Company at a U.S. address in Allen, Texas, identified as an address associated with the Company, as the Company is not headquartered in the United States. After the Company failed to respond within 15 business days, DSSRC continued to try to contact the Company and sent a 10-day notice by email and USPS 2-day mail on December 17, 2025, indicating that, if the Company failed to provide a response to DSSRC regarding the claims at issue within 10 business days, the matter would be referred to the appropriate government agency.

Faberlic does not provide a telephone number on its website (<https://faberlic.com/ru/en>); however, it does list email addresses, which DSSRC used to send the Notice of Inquiry to Irena Lukyanova, the Company’s Network Development Director.

Notwithstanding the several opportunities to respond, the Company did not provide a response to the DSSRC inquiry.

Referral to the Government

DSSRC determined that the subject claims being disseminated by Faberlic salesforce members on social media expressly and inaccurately claimed that Company salesforce members can earn significant and unlimited income and achieve financial freedom and independence.

As stated in section 13 of the Federal Trade Commission’s (FTC) 2024 Business Guidance concerning Multi-Level Marketing, an MLM’s or its participant’s representations related to the business opportunity, including earnings claims, violate Section 5 of the FTC Act if they are material to consumers and false, misleading, or unsubstantiated. This is true wherever the representations are made, including on social media, in live presentations, in one-on-one conversations, or in any other medium.¹ It is further noted in the FTC Business Guidance that even truthful testimonials from MLM participants who earn large amounts of money or career-level income likely will be interpreted as representing that their experience is representative of what other salesforce members should expect to receive. Given the reality of MLM participant experiences, such a testimonial is atypical and not representative of what most MLM participants will achieve. Presenting atypical earnings to consumers considering an income opportunity is likely to generate a deceptive impression.

Moreover, section 6 of the DSSRC Earnings Claim Guidance for the direct selling industry, while DSSRC will evaluate any claim based upon the context in which the claim appears and the potential net impression of such claim to the audience, some words and phrases are prohibited when made to a general audience of prospective or current salesforce members. Such words and phrases include statements such as “quit your job,” “be set for life,” “make more money than you ever have imagined or thought possible,” “unlimited income,” “full-time income,” “replacement income,” “career-level income,” or any substantially similar statements or representations. Other terms, such as “passive income” and “residual income,” are prohibited when they convey that income can be continuously earned by salesforce members with little or no ongoing effort.²

It is further noted in the DSSRC Earnings Claim Guidance that some words or phrases carry a particularly high risk of being misleading to consumers when communicated in a general context. Such words and phrases include but are not limited to “financial freedom.”

Regrettably, Faberlic failed to respond to DSSRC’s efforts to engage in the direct selling industry’s self-regulatory forum.

In accordance with section (V)(C)(4) of the DSSRC Policies and Procedures, in the event the company whose marketing is the subject of a DSSRC inquiry fails to participate in the self-regulatory process, DSSRC may refer the matter to an appropriate government agency for review and possible law enforcement action.

Accordingly, based upon Faberlic’s failure to respond to the self-regulatory inquiry and address DSSRC’s concerns, this matter has been referred to the FTC and the Texas Attorneys General Office.

(Case No. 246, closed on 01/16/26)

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[1] *See* <https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>

[2] *See* section 6 of the DSSRC Earnings claim Guidance for the Direct Selling Industry at [dssrc_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

January 27, 2026

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