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1. [Home](#)
2. [Programs](#)
3. [Advertising Self-Regulation](#)
4. [Direct Selling Self-Regulatory Council \(DSSRC\)](#)
5. [Administratively Resolved](#)
6. [Case #211-2025: IYOVIA](#)

# Case #211-2025: Administrative Closure - IYOVIA

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #211-2025: Administrative Closure - IYOVIA

## Company Description

IYOVIA (or the “Company”) is a network marketing company headquartered in Tarrytown, NY that emerged in 2024 as the latest rebranding of IM Mastery Academy, previously known as iMarketsLive, Inc. The company offers a suite of digital products and services aimed at personal and professional development, structured around a multi-level marketing model.

## Basis of Inquiry

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

The inquiry was commenced by DSSRC on March 21, 2025 pursuant to its ongoing independent monitoring of advertising in the direct selling marketplace and pertained to earnings claims disseminated by IYOVIA and its salesforce members.

The representative claims, which were disseminated on Facebook and Instagram, that formed the basis of this inquiry are set forth below:

#### *Earnings Claims*

1. “Iyovia is an education platform designed to teach you the art of day trading, empowering you to take control of your financial future.” “#Iovialaunch” (February 2025)
2. “Welcome to Iyovia—the education platform that empowers you to master day trading and take control of your financial future. No more grinding for someone else’s dreams. Learn the skills, build your wealth, and step into financial freedom. (February 2025)
3. “No more relying on a paycheck—learn to trade, grow your wealth, and achieve financial freedom.” (February 2025)
4. “Iyovia will empower you with the knowledge, tools, and support you need to achieve success and financial freedom.” (February 2025)
5. “The House of Brand Designed To Unlock Your Potential To Financial Freedom is happening downtown!” and “... help you achieve financial goals and build true wealth” and “#IyoviaLaunch” and #financialfreedom” (November 2024)
6. “Here’s to continuing our journey of self empowerment and building our financial status together! “#iyovia; #financialfreedom; #wealthbuilding” (November 2024)
7. “Why wait for financial freedom when you can start building it now? Are you ready to turn your skills into streams of income? Are you building wealth or just making money? If you’re ready to change your financial future for the better drop a in the comments or DM me the words ‘I’m Ready’ #wealthbuilding #iyovia #financialfreedom”
8. “I’m over here stacking pips like it’s second nature. This isn’t just trading—this is financial freedom in action.”
9. “Achieving financial freedom isn’t about working harder, but working smarter.” #financialfreedom” “#iyovia”<sup>1</sup>

#### **Administratively Closed Inquiry**

DSSRC sent a Notice of Inquiry to IYOVIA on March 21, 2025 expressing its concern that a number of social media posts disseminated by Company salesforce members overstated the amount of income that would be generally expected by the typical IYOVIA salesforce member interested in participating in the Company’s business opportunity.<sup>2</sup>

The Company did not respond to DSSRC’s request for substantiation of the enumerated earnings claims.

On May 1, 2025, the Federal Trade Commission (FTC) announced in a press release that it had joined with the State of Nevada in filing a lawsuit in the U.S. District Court for the District of Nevada against International Markets Live, Inc., doing business as IYOVIA. The complaint specifically includes allegations that the Company, directly and through its salesforce, “routinely disseminated deceptive earnings claims online, over the telephone, and through other means” and included a number of examples of representative social media posts using unsupported earnings claims to persuade consumers to purchase training on financial topics and to participate in the Company’s business venture.

Pursuant to section V(B)(3) of the DSSRC Policy & Procedures, DSSRC may administratively close a pending inquiry if it becomes aware that the matter at issue is “the subject of pending litigation” or is “the subject of a pending matter before a state or federal administrative agency.”

In this instance, DSSRC determined that the claims under review in this inquiry are substantially similar, if not identical, to those addressed in the complaint filed by the FTC and the State of Nevada in the federal court case. As a result, DSSRC concluded that further analysis of the online advertising claims in this forum is no longer suitable for formal investigation. Therefore, DSSRC administratively closed this matter in accordance with Section V of the Policies and Procedures.

(Case No 211-2025. Closed on 5/1/25)

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[1] DSSRC identified this claim in two separate Instagram and Facebook social media posts.

[2] On September 20, 2020, DSSRC published a case decision following an inquiry with International Markets Live, Inc. (formerly known as IM Mastery Academy, now operating as IYOVIA) and concluded that International Markets Live, Inc. and its distributors were using improper income representations to market the company’s business opportunity. The decision advised the company to implement robust training and oversight systems for its distributors, along with suitable enforcement mechanisms, to reasonably ensure that any earnings-related statements they make are accurate, properly qualified, and not deceptive.

May 14, 2025

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