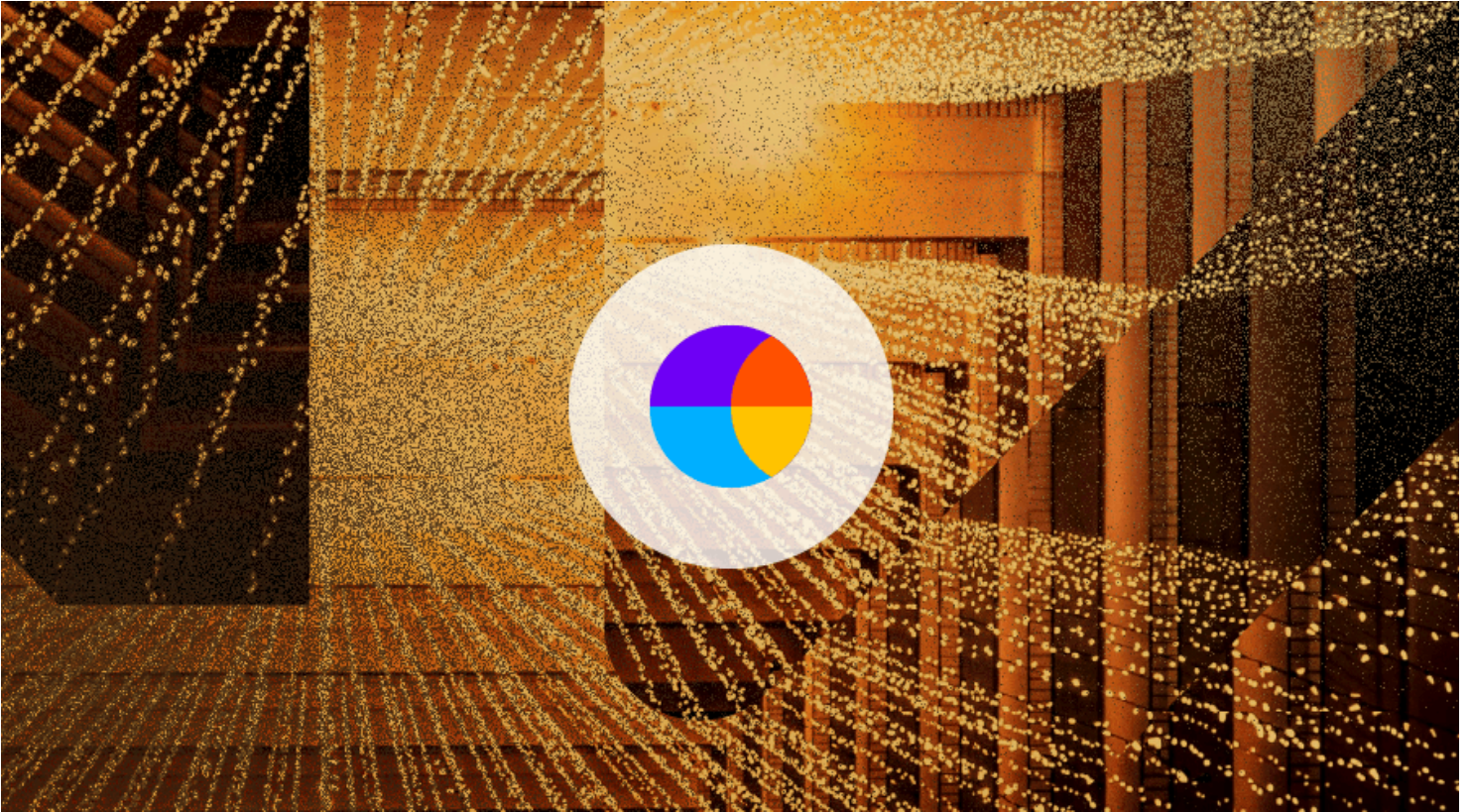


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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #226-2025: Administrative Closure - Isagenix International, LLC

Company Description

Isagenix International, LLC (“Isagenix” or the “Company”) is a direct selling company that was founded in 2002 and headquartered in Gilbert, Arizona. The Company sells a range of health and wellness products, including dietary supplements, weight loss systems, performance nutrition, and skincare and personal care products.

Basis of Inquiry

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

DSSRC initiated this inquiry as part of its routine, independent monitoring of advertising practices within the direct selling industry. The focus of the review was on income representations made by members of the Isagenix salesforce. DSSRC was concerned that the claims in question conveyed the impression that participating in the Isagenix business opportunity would typically result in substantial earnings for the average Company salesforce member.

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

Earnings Claims

1. “Now imagine earning between \$480.76 - \$961.52 more PER WEEK!!!” AND “I’m nowhere near the highest earner and there have been times I was in the 50K category, but I think this is pretty damn good considering I work this in the pockets of my day.” AND “Just by spending roughly \$170 monthly on your own products (I think it’s safe to say that most people frivolously spend that much on things that aren’t serving them) you can earn an unlimited income with Isagenix.” (September 2022)
2. “Every week, without fail, I’ve been paid—whether it’s a big or small amount Isagenix has taught me how to think differently, act strategically, and build something meaningful.” AND “Here’s to 10 years of growth, learning, and financial freedom.” (February 2025)
3. “This is our 10th year with this amazing company and we are so grateful for the way it’s changed our lives physically and our financial blueprint and the best part is the 60,000 families in our organization who’s lives have been changed too! AND “We are here for you, if you want to build a life of wellness and residual income as another stream of financial freedom for your family, let’s connect!” (March 2025)
4. “How to turn your Healthy Lifestyle Into a Wealthy Business!”
5. “Together, we are committed to providing entrepreneurs with time freedom, personal growth, community support, and unlimited income opportunities. Cheers to Isagenix and our amazing leaders!” (March 2023)
6. “Huge shoutout to my friends, George and Elaine for earning over 900k in cumulative income with Isagenix. Not everyone can make this type of money in Network Marketing. It takes hard, consistent work, dedication and unshakable belief. I’m so proud of you guys.” (August 2022)
7. “Isagenix 5 figure Earner 🥰 Grow Your Income 3 Times”
8. “Whether it’s a modest extra income or a substantial fortune, I am relentless in my mission to demonstrate how this incredible opportunity has allowed me to stay at home and raise my beloved children while providing financial support for our family.” AND “Who wouldn’t want to seize the chance to earn an extra \$10,000 to \$30,000 within the next 60 days?” AND “#financialfreedom” (July 2023)
9. “I love showing people how to make money in ISAGENIX (and the NWM Industry) to create Time Freedom + CHOICES in their lives! From an extra few hundred dollars a month to much more, I’ll never stop showing others how this opportunity has allowed me to be home full time raising my kiddos AND financially supporting my family!” (June 2024)
10. “Isagenix has always been second to none when it comes to its nutrition but our financial opportunity is the best thing we have to offer people... Creating an extra income from where between \$54 and \$4,000 a week.” (October 2021)
11. “For those seeking to build a lasting income stream while making a tangible impact on others’ health and wellbeing, Isagenix offers a timely and compelling path forward in the world of network marketing producing 438 million dollar earners in the company!!! I would love to have the opportunity to connect with you and show you what’s possible. If I can become the 408th million dollar earner here you can too, if you wish too. Or maybe you’re just looking for an extra \$500 a month super parttime, I can absolutely help you do that too.” (April 2025)
12. “You all hear me talk bout Isagenix products and how good they have made me feel and look, this is a fun way to show why I am building this business, fir my health, my financial freedom and my children and fur babies. This business cannot only help you live the healthiest lifestyle and help you feel amazing I can also help you financially in so many ways.”
13. “WHY ISAGENIX? FINANCIAL FREEDOM. I can speak for a lot of people by saying I have a lot of hopes and dreams, and sometimes money can stand in the way.” (March 2025)

Company’s Position

Following receipt of the DSSRC Notice of Inquiry, Isagenix promptly acknowledged that the identified posts were not in alignment with the Company’s Policies and Procedures. Isagenix acted quickly to review each post in detail and engaged directly with the salesforce members responsible for disseminating the claims. As a result of this outreach, the posts were either revised to meet compliance standards or removed in their entirety.

In addition to these corrective actions, Isagenix took further steps to support long-term compliance. For each active member of the salesforce whose content was revised or taken down, the Company issued a follow-up email containing educational resources. These included specific guidance on income claims and a copy of the DSSRC’s Guidance on Earnings Claims in the Direct Selling Industry, reinforcing Isagenix’s commitment to responsible marketing and regulatory awareness across its salesforce network.

Isagenix reported that it successfully addressed and resolved all 13 online posts that were brought to its attention as part of the DSSRC inquiry. The Company confirmed that each of the identified posts had been reviewed and appropriate action was taken to ensure they no longer posed a compliance concern. This included either the removal of the content or its revision to align with the Company's marketing guidelines and applicable industry standards. Isagenix stated that the resolution of all 13 posts reflects The Company's commitment to upholding responsible advertising practices within its salesforce.

Administratively Closed Resolution

DSSRC acknowledged and appreciated Isagenix's prompt and cooperative response in addressing the issues raised. The Company voluntarily facilitated the significant modification or removal of all 13 posts brought to its attention. More specifically, the revisions involved eliminating phrases such as "a wealthy business," "unlimited income opportunities," "financial freedom," and statements suggesting potential earnings ranging "from an extra few hundred dollars a month to much more."

DSSRC concluded that the Company's actions were both necessary and appropriate under the circumstances.

Direct selling companies and their salesforce members should refrain from using language or imagery that implies earnings exceeding what the average participant could realistically achieve—typically, at best, modest or supplemental income. A core tenet of advertising law is that it is misleading for either the company or its salesforce to make income-related representations unless they (a) have a reasonable basis for the claim at the time it is made, and (b) maintain adequate documentation to support the claim when it is communicated.¹

According to the *Federal Trade Commission's Business Guidance for Multi-Level Marketing*², any representation about earnings must accurately reflect what a typical individual in the target audience is likely to earn in terms of income, profit, or financial gain. The FTC emphasizes that substantial earnings are generally not representative of the average direct selling participant's experience. Therefore, promoting claims—such as suggesting that joining a company will lead to financial security—can be misleading if such outcomes are not typical.

Conclusion

Isagenix promptly removed or significantly modified all 13 posts, which included earnings claims that were brought to its attention by DSSRC.

As a result of the Company's good faith efforts, DSSRC administratively closed the inquiry.

Company Statement

"Isagenix is dedicated to promoting our business opportunity with integrity and transparency. We are committed to working closely with our sales force to provide ongoing training and valuable resources, including compliance guidance documents, DSSRC guidance, and social media templates. We take pride in the trust we have built with our customers and industry peers and will continue to work diligently to maintain and strengthen that trust."

(Case #226, closed on 8/5/25)
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[1] Direct Selling Self-Regulatory Council Guidance on Earnings Claims for the Direct Selling Industry, General Principles.

[2] 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>.

August 20, 2025

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