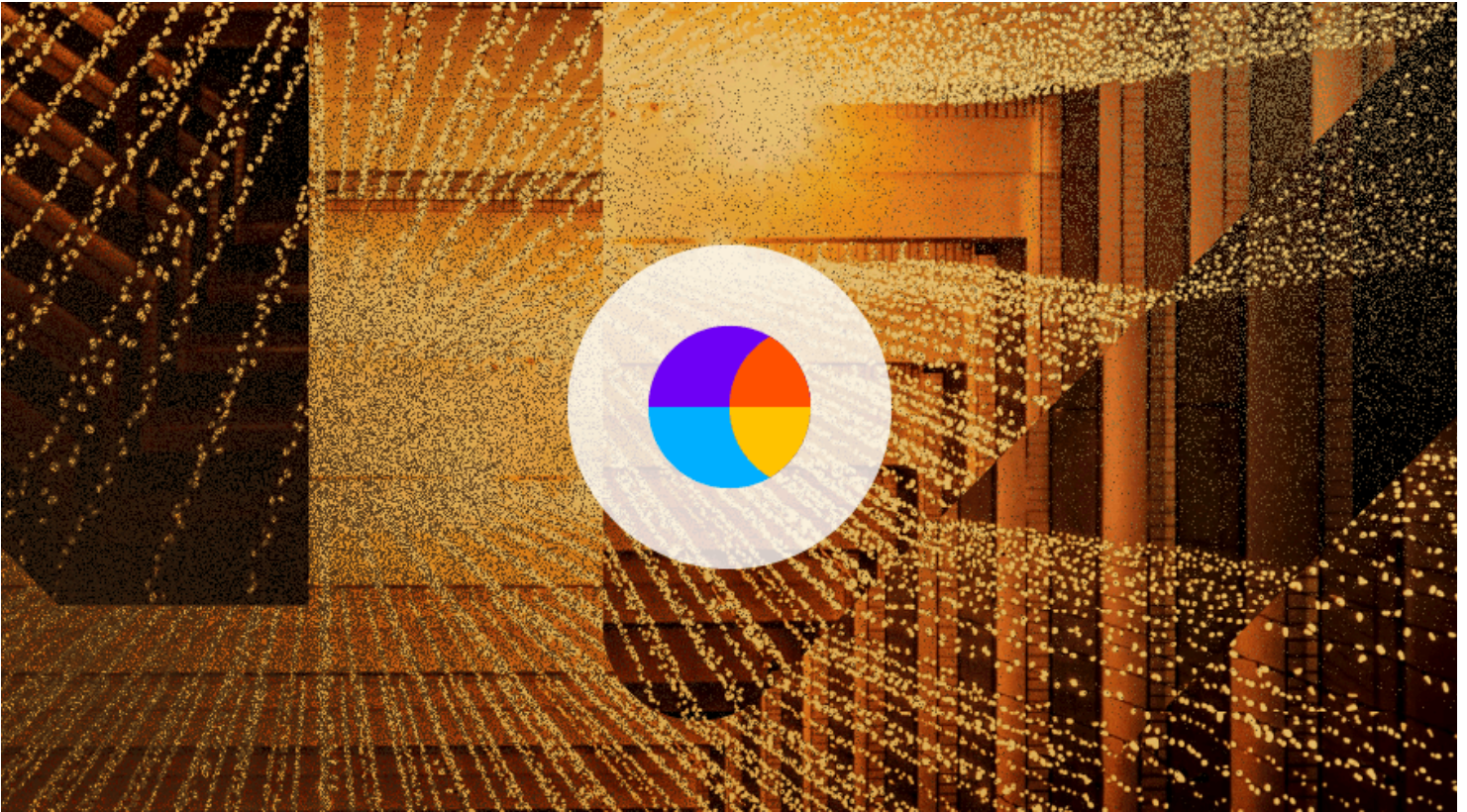


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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #257-2026: Administrative Closure – Jordan Essentials

Company Description

Jordan Essentials (or the “Company”) is a direct selling company founded in 2000 and headquartered in Nixa, Missouri. The Company markets a range of products including bath and body items, skin care and anti-aging products, essential oils, mineral-based cosmetics, and magnesium-based wellness products. The Company promotes its products as being formulated with natural and botanical ingredients.

Basis Of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs. This matter was initiated through DSSRC’s independent monitoring efforts, which review marketing and promotional claims disseminated by direct selling companies and their salesforce members.

This inquiry involved 14 earnings-related claims disseminated by Company salesforce members on Facebook and Instagram. DSSRC was concerned that these claims conveyed the impression that a typical Jordan Essentials salesforce member could achieve substantial income and rewards through participation in the Company’s business opportunity.

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

Earnings Claims

1. “an opportunity to bless others with products that truly make a difference, while also creating financial freedom and flexibility.” (November 2025)¹
2. “Whether you’re looking for a business opportunity, a personal discount, a fun side gig, or even a full-time income, Jordan Essentials has a place for YOU!” (August 2025)
3. “I did find the financial freedom I was looking for. Being able to go out with friends and even pay for a sisters trip one year all possible because of my business. But I also was able to put money into fixing my car and a few other practice expenses. 🤗” (August 2023)
4. “Do you need additional income??? Maybe \$100 or \$1,000 + a month I earn!!” (February 2023)
5. “Financial Freedom – make the money you want and need” (September 2022)
6. “In our local areas and in our social communities, thousands of Jordies gather for Spa Bars and enjoy unlimited income!” (May 2019)
7. “A Little Extra income to pay that bill or maybe to replace a full time income?” (August 2020)²
8. “Are you ready for financial freedom?” (August 2025)
9. “Did you know that having just \$500 extra in savings can be a game-changer? 🏆 With Jordan Essentials, you can easily grow your savings without breaking a sweat. Their amazing products and business opportunities can help you achieve your financial goals. Start your journey to financial security today! 📦
Don't miss out on the chance to save, earn, and live life to the fullest. Ask me how you can get started with Jordan Essentials! 🚀
#FinancialFreedom” (October 2023)
10. “Yes today I am talking the amazing financial benefits
 - Do you need extra income? Never seem to have enough money to make ends meet?
 - Want to pay off your debts or simply stop living paycheck to paycheck anymore?
 - Do you dislike your job or dread going to work every day?
 - Are you a single parent that needs that extra help?
 - Do you need to save for those fun live even like vacations, weddings, a new baby, extracurricular activities, college funds or retirement funds?
 - Did you just go through a major life event such as a separation, divorce or you lost your job?
 - Does your car always break down and you can't afford a new one?
 - Do you like those finer things in life like designs shoes or handbags?
 Jordan Essentials can help you achieve all of this! Our pay structure is simply amazing! Let me show you how!” (February 2025)
11. “It’s giving me time freedom with my family, financial freedom, and once we've got our debt under control, the ability to give generously. That's my vision!” (June 2024)

Company’s Position

In response to DSSRC’s Notice of Inquiry, the Company expressed its commitment to compliance and consumer protection and stated that it takes seriously its responsibility to ensure that its salesforce members adhere to applicable advertising standards. Jordan Essentials emphasized that it strives to maintain transparent and accurate marketing practices across its salesforce.

The Company explained that, upon receipt of DSSRC’s inquiry, it conducted a review of the identified claims and made a good faith effort to address the concerns raised. Jordan Essentials reported that it successfully removed or caused the removal all of the 14 social media posts at issue.

Jordan Essentials further represented that it contacted each of the salesforce members responsible for disseminating the subject claims and requested that the posts be removed or modified to comply with applicable standards. The Company noted that it took prompt action to communicate its expectations regarding compliant advertising practices.

In addition, the Company stated that it maintains a compliance program designed to educate and monitor its salesforce. Jordan Essentials explained that its compliance team provides ongoing training, guidance, and oversight to help ensure that salesforce members' marketing activities align with Company policies and applicable laws and regulations. The Company indicated that it will continue reinforcing these standards and take appropriate corrective action when non-compliant claims are identified.

Analysis

DSSRC appreciated the Company's prompt, good faith efforts to address the concerns raised in this inquiry, including its actions to remove or cause the removal of all of the 14 identified social media posts. DSSRC also recognized that Jordan Essentials contacted the salesforce members responsible for the claims and requested that the posts be removed or modified to comply with applicable standards. Such actions are consistent with DSSRC's expectation that direct selling companies take reasonable steps to monitor and address non-compliant claims disseminated by their salesforce.

Specifically, DSSRC determined that claims referencing the ability to earn "a full time income" (e.g., "A little extra income to pay that bill or maybe to replace a full time income?"), "unlimited income" (e.g., "In our local areas and in our social communities, thousands of Jordies gather for Spa Bars and enjoy unlimited income!"), and statements such as "Make the money you want" reasonably convey that typical participants in the Company's business opportunity can achieve significant or uncapped income. Accordingly, it was concluded that the actions taken by Jordan Essentials to remove the posts at issue were necessary and appropriate.

Consistent with guidance from the Federal Trade Commission (FTC), earnings claims in the direct selling context must be truthful, not misleading, and substantiated. More specifically, the FTC's Business Guidance Concerning Multi-Level Marketing states that statements about income must accurately represent the earnings that participants can typically expect to achieve and has warned that claims emphasizing the possibility of substantial income may be misleading if they suggest results that are not representative of the experience of most participants and are not accompanied by appropriate qualifying information.³ FTC guidance also notes that claims depicting atypical earnings or lifestyle outcomes must be supported by reliable evidence showing that such results are representative for typical participants in the Company's business opportunity. If a company cannot substantiate that these outcomes are typical, and the claims are not accompanied by clear and conspicuous disclosures about what participants usually earn, such representations will give consumers a misleading impression of the business opportunity.⁴

Similarly, DSSRC's Earnings Claims Guidance for the Direct Selling Industry provides that broad, unqualified claims of significant or unlimited income—such as those identified in this inquiry—are inherently problematic because they can create unrealistic expectations regarding the financial success of typical salesforce members.⁵

In sum, DSSRC acknowledged the Company's good faith efforts to address the claims at issue.

Conclusion

DSSRC appreciated the Company's action to address the claims identified in this inquiry by removing all of the 14 posts at issue. DSSRC determined that such actions are consistent with the Company's obligation to ensure that its salesforce members disseminate truthful and non-misleading advertising.

Based upon the good faith efforts demonstrated by Jordan Essentials, DSSRC administratively closed its inquiry.

Company Statement

"At Jordan Essentials, we are fully committed to honesty, transparency, and integrity in how our business opportunity is shared. The trust we've built with our customers, industry peers and Consultant community is something we value deeply and actively protect. We remain engaged in ongoing communication, education, and support with our field, and will continue to strengthen our compliance efforts through training, tools, and resources, including updated social media guidance and scripts to support compliant and effective sharing."

(Case #257, closed on 4/9/26)

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[1] DSSRC identified this claim as being disseminated on three separate occasions via Facebook and Instagram.

[2] DSSRC identified the claim being made twice on the same date by the same individual on two different Facebook posts.

[3] 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>

[4] *Id.*

[5] See Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A)(2022) and DSSRC Case #51-2023: LifeWave, Inc. (June 2023).

May 13, 2026

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