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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #227-2025: Administrative Closure - JuicePlus+ Company, LLC

Company Description

JuicePlus+ Company, LLC (“Juice Plus+” or the “Company”) is a direct selling company founded in 1970 and headquartered in Collierville, Tennessee. The Company markets plant-based nutrition products, including fruit- and vegetable-juice extract capsules and chewables, whole-food powder concentrates and shakes, nutrition bars, and related supplements.

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 DSSRC’s ongoing independent monitoring of advertising in the direct selling marketplace and pertains to earnings claims disseminated by Juice Plus+ and its salesforce members.

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

Earnings Claims

1. “Whether you’re looking to supplement your income or create a full-time business, Juice Plus offers the flexibility to achieve your goals.”
2. “Financial Freedom”¹
3. “It’s ambitious busy women who feel unfulfilled, overworked and underpaid + it’s a way to create an extra \$500+/month residual income from home, to have more time, financial flexibility and freedom via our online business start-up and mentorship opportunity.”(06/2022)
4. “I’ve built my entire business to a five figure a month income from my mobile phone some days I don’t even get dressed if I don’t want to.” (6:29) “If you want to know the \$120,000 worth of bonuses and all the other stuff, we can help you to do that too” (05/2021)
5. “I’ve got my goal set at \$150,000 a year.” (06/2021)
6. “For most of my team this is their second income, some it’s their full income, some of these wages have saved them get out of debt, some now have savings but for some it’s changed their lives dramatically! Just from working from their phone, I also will be picking up a €1,200 bonus along with commissions on the 10th of this month. We’re all getting the chance to travel the world all paid expense trips.” (07/2023)
7. “ADDITIONAL INCOME (stating the obvious here, but there are still people out there who think you can’t make good money in direct sales) FINANCIAL FLEXIBILITY (this can be anything from fun money to replacement income! I don’t know anyone who couldn’t use an extra paycheck).” (07/2022)
8. “I was £15,000 in debt, I’d lost my job after my battle with depression and lots of appointments for Harry. I had no income and no way of paying it back. . . . I’ve cleared my debts, earn a great income every single month and have the most fun.” (07/2023)
9. “FANCY A FREE ALL EXPENSES PAID TRIP TO THAILAND?” (photo of free trip and no disclosure stating how many people earned these trips). (06/2024)
10. “They have world class patented products that are backed by science, my mentor is incredible who’s a 6 figure earner + coach and the team we’re a part of is next level - the training is on point!!!!” (03/2023)
11. “At the time I had absolutely no idea what Network Marketing was or that you could make a ton of \$ doing it in the comfort of your own home without ever having to leave your kiddos. #genius (Fun fact: 80% of women who make a 6 figure income do it though Network Marketing . . . I made the Top level of the company top 1% in the first 4 years . I also have full benefits package for my family from my company! 🙌” (07/2023)
12. “From living in survival mode to 6-figure earner.” (video describing path to six figures earning) (06/2024)
13. “💰 Unlimited income potential”² (05/2024)(12/2023)
14. “Looking for a way to earn income from home while prioritizing your health? I’ve partnered with Juice Plus+, a company that’s helping people bridge the gap between where they are and where they want to be—both physically and financially. This opportunity allows you to:
 - Build an online income
 - Support your health and wellness
 - Be part of a supportive, purpose-driven community
 If you’re ready to take a step toward financial freedom and healthier living, let’s connect.” (April 2025)
15. “Yesterday I was paid a \$500 cash bonus, for my 4th promotion so far and you already know where it went 🌟 You already know where I’m headed.”(April 2025)

Company’s Position

Juice Plus+ emphasized its ongoing commitment to compliance by noting that it continually allocates substantial resources to monitoring and enforcing adherence to regulatory standards. The Company stated that ethical conduct, transparency, and accuracy are foundational to its operations, and it remains fully committed to maintaining high standards in all business practices.

As part of these efforts, Juice Plus+ described its robust compliance infrastructure, which includes the use of industry-recognized tools to monitor content shared by its salesforce members. The Company stated that it has established a dedicated compliance team tasked with identifying, reviewing, and addressing potentially noncompliant materials. As it transitions to new digital platforms, Juice Plus+ has placed particular focus on ensuring that all web-based assets are reviewed for compliance at the time of development.

The Company also shared that its compliance strategy prioritizes timeliness and education. Juice Plus+ concentrates on reviewing the most recent posts, which are more likely to be seen by consumers, while also fostering a proactive, guidance-based approach to enforcement. This, the Company believes, creates more lasting change across its salesforce than relying on reactive measures alone.

To support these initiatives, Juice Plus+ has introduced several enhancements:

- **Social Media Compliance Channel:** A dedicated online compliance presence now enables direct communication with representatives. These platforms facilitate real-time support, training, and dialogue on compliance issues, strengthening field-level awareness and accountability.
- **Compliance Booth Engagement:** Juice Plus+ hosts in-person compliance booths at its annual conferences, providing face-to-face education and reinforcement of expectations in an interactive environment.
- **Revamped Training Programs:** The Company is redesigning its Partner onboarding and ongoing education modules to better integrate compliance best practices at all stages of salesforce engagement.
- **Upcoming Ethics & Compliance Page:** As part of broader IT upgrades, Juice Plus+ plans to launch a dedicated compliance page on its corporate website by late 2025. This resource will provide centralized guidance and reinforce expectations for ethical conduct.

Regarding the claims addressed in this inquiry, Juice Plus+ noted that more than half of the posts identified by DSSRC were published prior to its July 2023 inquiry with DSSRC, during which the Company's outlined its compliance framework and ongoing efforts to support responsible marketing practices among its salesforce members. Juice Plus+ informed DSSRC that of the salesforce members responsible for the 27 posts identified by DSSRC, 15 of the individuals are no longer affiliated with the Company. In such cases, although it attempted to contact former salesforce members to request content removal, it did not receive any responses.

Juice Plus+ emphasized that this scenario reflects a broader, ongoing challenge within the direct selling industry: promotional content often remains online long after a salesforce member has left the organization. The Company explained that despite repeated outreach efforts, successfully removing such content can be difficult—particularly when social media platforms are hesitant to take action unless the content explicitly violates their policies. The Company contended that this lack of platform enforcement presents a significant hurdle in addressing legacy posts that may be outdated or noncompliant.

Additionally, Juice Plus+ noted that roughly 80% of the posts flagged by DSSRC originated from outside the United States and are therefore subject to the advertising and regulatory frameworks of their respective countries. This geographic diversity further complicates enforcement and resolution efforts.

Despite the challenges noted, Juice Plus+ reported that 21 posts were taken down entirely and one of the identified posts was successfully edited to remove the noncompliant claim. The Company acknowledged that five posts remain publicly accessible. To demonstrate its genuine compliance efforts, the Company provided DSSRC with supporting documentation, including screenshots confirming content removal, copies of enforcement communications, and other records evidencing its diligence in addressing the claims. For the remaining posts that could not be removed, Juice Plus+ added internal “noncompliant” tags to ensure continued visibility and tracking by its compliance team.

ADMINISTRATIVE CLOSING RESOLUTION

DSSRC recognized Juice Plus+'s voluntary, good faith efforts in its attempts to remove or significantly modify all of the social media posts identified in the inquiry and for engaging constructively with its affiliates overseas to resolve the issues raised. DSSRC concluded that the Company's actions were warranted.

Earnings Claims

DSSRC determined that the earnings representations at issue in this inquiry conveyed an overall impression that the average Juice Plus+ distributor could expect to earn substantial income—examples included references to "\$500+/month," "\$150,000 a year," "6-Figure Earner," and "Unlimited income potential."

Under the FTC's 1983 Policy Statement on Deception, advertising claims are evaluated from the standpoint of a reasonable consumer. This means that if a reasonable consumer could interpret a claim in a particular way, the advertiser must be prepared to substantiate that interpretation—regardless of whether it was intended. Accordingly, in order to remain compliant with Section 5 of the FTC Act, advertisers must ensure they possess adequate support for each plausible consumer takeaway from their advertising content.

Further, the FTC's Business Guidance for Multi-Level Marketing explicitly cautions that any claim regarding earnings must be supported by reliable evidence reflecting the actual experience of typical participants. Broad promises of financial success—such as achieving "financial freedom"—without data to support such outcomes for most participants, are likely to be misleading.³ Similarly, DSSRC's own Earnings Claims Guidance cautions against the use of terms like “unlimited income,” “replacement income,” or “quit your job,” particularly when addressing a general audience of prospective or current salesforce members, due to their high potential for deception.⁴

Regarding the five social media posts that remained publicly accessible, Juice Plus+ informed DSSRC that two were created using fake Pinterest accounts not linked to the Company's distributor network. The other three were posted by former distributors, including two from New Zealand and one from Canada. In accordance with DSSRC precedent, the Company provided documentation of its outreach to these individuals requesting takedown, along with copies of takedown requests sent to Pinterest and Facebook.

Based on the demonstrated efforts of Juice Plus+ —including post modifications, removal requests, and documented communications— DSSRC determined that Juice Plus+ made a genuine, good faith effort to address DSSRC's concerns in this inquiry.

Conclusion

Juice Plus+ successfully removed or significantly modified 22 of the 27 claims identified by DSSRC and submitted documentation demonstrating its outreach efforts to the individuals responsible for the remaining claims. The Company also provided evidence of formal takedown requests submitted to Pinterest and Facebook concerning unauthorized content. Based on the Company's comprehensive and good faith efforts to remediate the issues raised, DSSRC concluded its review and administratively closed the inquiry.

Company Statement

"The Juice Plus+ Company is committed to operating its business ethically, transparently, and in compliance with relevant regulations. This includes representing its products and business opportunity in a truthful, clear and accurate way. The Company has devoted significant resources to actively monitor, review, and address matters of compliance to align with regulatory standards.

Our Global Compliance Team promptly investigated the examples highlighted in the DSSRC inquiry and took immediate corrective action by contacting those Independent Partners responsible for the identified content and requesting its removal or modification (as necessary), as well as engaging directly with social media platforms to request removal of the identified content. These efforts resulted in the successful resolution of the flagged posts.

The Company recognizes that maintaining truthful and compliant content across platforms requires ongoing vigilance. We remain committed in our efforts to monitor all channels to identify non-compliant content as it surfaces and to ensure its swift remediation.

The Juice Plus+ Company values DSSRC's role in promoting accountability and welcomes their guidance for self-regulation in the Direct Selling environment as we uphold the highest standards of ethical business practices across our global community."

(Case #227, closed on 8/18/25)

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[1] DSSRC identified a "Financial Freedom" claim in 10 different Facebook posts, two Instagram posts and two Pinterest posts that were disseminated between August 2021 and December 2024.

[2] DSSRC identified this claim in two different Tik Tok posts, one which was disseminated in December 2023 and the other in May 2024.

[3] See FTC 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] DSSRC Guidance on Earnings Claims for the Direct Selling Industry (2022) section6. [dssrc_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

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