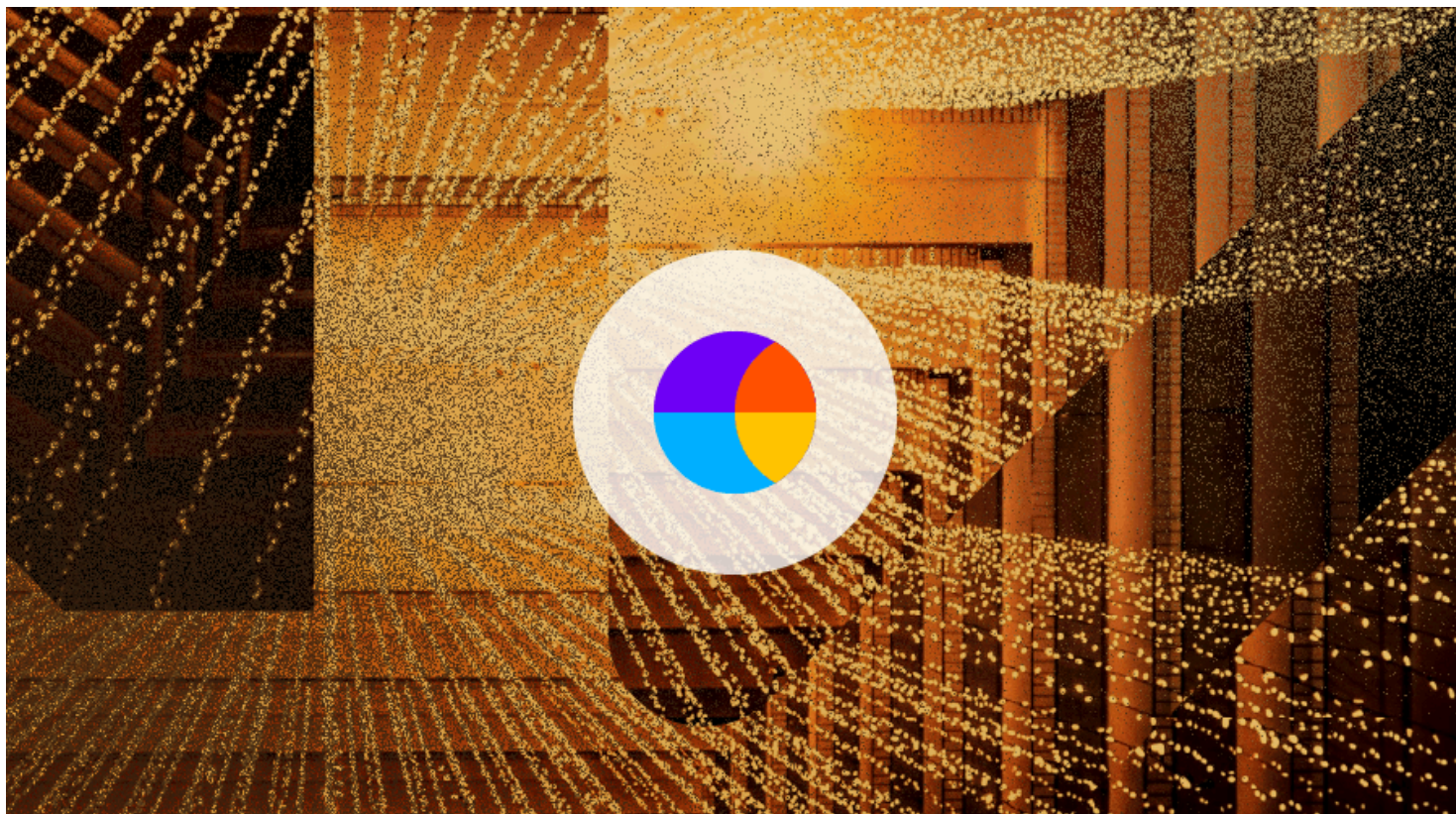


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Case #262-2026: Monitoring Inquiry – LOVEWINX, Inc.

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #262-2026: Monitoring Inquiry – LOVEWINX, Inc.

Company Description

LOVEWINX, Inc. (“LOVEWINX” or the “Company”) is a direct selling company founded in 2014 and headquartered in Chatsworth, California. The Company markets wellness, intimacy, and related lifestyle products through a network of independent salesforce members who conduct in-home and online demonstrations.

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 11 earnings-claim examples appearing in 12 social media posts disseminated on Facebook and Instagram. DSSRC was concerned that the posts conveyed the message that a typical LOVEWINX salesforce member could achieve substantial income, financial independence, early retirement, debt elimination, significant bonuses, travel rewards, or full-time career income through participation in the Company’s business opportunity.

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

Earnings Claims

1. “When you join for FREE, you open the door to an unparalleled opportunity for exponential income. With our incredible business model, you can build your own thriving business, set your own hours, and determine your own financial destiny. We’ve witnessed countless lives being transformed through LOVEWINX. From individuals who have achieved financial independence to those who have discovered newfound confidence... #FinancialFreedom”¹ (June 2024)
2. “I started doing this for something for me that I could call my own. Instead I found something that helped me with depression and found my passion. My LOVEWINX business helped me personally and financially. I was able to put a kiddo through college, take my family on countless vacations, put a kiddo in competitive cheer, and I was able to RETIRE EARLY!!” (July 2024)
3. “My LOVEWINX business helped me personally and financially. I was able to put a kiddo through college, take my family on countless vacations, put a kiddo in competitive cheer, and I was able to RETIRE EARLY!!” (July 2024)
4. “Ready to start your own LOVEWINX business and make the money you’ve always dreamed of? Want to pay for the holidays in CASH? Want to become debt free? Do you need to get away and go on a vacation? Grocery shop and not worry about looking at the prices? Have small children and cannot believe the cost of formula?” (October 2024)
5. “I retired from one career and had my business make comp changes. At first it was scary with the changes and I wasn’t sure how it was going to work, but after weathering the storm with LOVEWINX... I’m making MORE than ever before!” (May 2025)
6. “Our compensation plan is patent pending and we earn up to 3 trips a year along with two national events!” (November 2023)
7. “You: I’m broke / Me: Join my team ... You: I want financial freedom / Me: Join my team ... Spare time, Part time, Full time, make more YOU/FAMILY time, design the life you want to live. Don’t work to build someone else’s dream. SIDE HUSTLES AREN’T HARD... NOT BEING ABLE TO PAY YOUR BILLS IS HARD.” (July 2022)
8. “Are you ready to embrace a new opportunity that nourishes your soul, makes a meaningful impact in the lives of others, and provides financial abundance beyond your wildest dreams? We are here to support, encourage, and inspire you to achieve your goals both personally and professionally. Contact us today! It’s free to join with completely unlimited potential! #moneymaker”
9. “EVER been a part of our LOVEWINX family and miss it, the money, and the changing lives? I’d suggest you message me... HUGE COACHING BONUSSES”
10. “...this business helped my family achieve financial stability”
11. “Whether you are interested in a fun new way to earn extra money or a new full-time career, LOVEWINX seeks to help everyone live a passionate life. We pride ourselves on always putting our consultants first and making sure they are trained and supported.” (April 2023)

Company’s Position

The Company reported that of the 12 posts identified by DSSRC, six had been removed, and one post was modified.

LOVEWINX stated that it recognized DSSRC’s ongoing concerns regarding noncompliant earnings claims in the direct selling channel and referenced recent Federal Trade Commission enforcement activity involving income representations made by high-level direct selling participants. The Company informed DSSRC that it had previously ended its relationships with several of the salesforce members who disseminated the posts at issue. More specifically, according to LOVEWINX, the individuals responsible for the posts that could not be addressed are no longer affiliated with the Company.

LOVEWINX represented that, after completing its review, it sent the individuals identified in the inquiry correspondence that included DSSRC’s Notice of Inquiry and supporting materials. The Company stated that it recommended that the recipients review and act on the correspondence and consider forwarding the materials to former and current participants with whom they had worked. LOVEWINX also reminded the recipients that their contractual obligations required them to uphold standards of integrity and honesty and to ensure that any earnings claims they disseminated were compliant.

With respect to the posts that remain publicly accessible, LOVEWINX reiterated that the Company did not have control over certain LOVEWINX social media accounts and stated that it was working to regain access to those accounts, remove access from former participants and other individuals, and review, edit, or delete earnings claims that it determined were noncompliant.

LOVEWINX also advised DSSRC that it had posted a reminder in the online office used by Company participants regarding their compliance responsibilities when disseminating earnings claims. The Company stated that it would continue its efforts to train, monitor, and enforce compliance and to help employees and participants understand their contractual, ethical, and legal responsibilities to market truthfully, fairly, and accurately.

In response to DSSRC's request for LOVEWINX to provide proof of its good faith efforts to address its concerns, the Company provided five exhibits documenting its additional compliance efforts. The exhibits included the Company's written update to DSSRC and copies of follow-up correspondence sent to the four former participants responsible for the remaining posts². The correspondence reflected that LOVEWINX had contacted the individuals shortly after commencement of the self-regulatory inquiry, provided them with DSSRC's Notice of Inquiry and supporting materials, and that the Company subsequently sent follow-up messages in June 2026 after confirming that the posts had not been removed or modified. In those follow-up messages, LOVEWINX expressly requested that the former participants remove or edit the identified posts immediately and copied DSSRC on the communications. LOVEWINX also advised that, if the former participants did not take corrective action, the Company would contact the applicable social media platforms to report the claims as unauthorized and request removal of the content.

Analysis

DSSRC appreciated LOVEWINX's participation in the self-regulatory process and its good-faith efforts to address the claims identified in the inquiry. Based on the information provided by the Company and DSSRC's review of the posts, six of the 12 social media posts were no longer publicly accessible and another had been significantly modified to remove the claim in question. DSSRC determined that the action taken by the Company was necessary and appropriate.

The claims at issue included representations of "exponential income," "financial independence," "financial freedom," early retirement, debt elimination, "financial abundance beyond your wildest dreams," "unlimited potential," "huge coaching bonuses," financial stability, and a "full-time career." Considered in context, DSSRC determined that these claims could reasonably convey that a typical participant in the LOVEWINX business opportunity can generally expect to earn substantial or career-level income or obtain significant lifestyle benefits.

The Federal Trade Commission's Business Guidance Concerning Multi-Level Marketing states that an earnings claim should reflect what the typical person to whom the representation is directed is likely to achieve.³ Claims conveying substantial or atypical earnings require reliable evidence demonstrating that the typical person in the relevant group is likely to achieve results equal to or greater than those represented.⁴ Similarly, DSSRC's Guidance on Earnings Claims for the Direct Selling Industry cautions direct selling companies and their salesforce members against claims that communicate earnings beyond what can generally be expected by the typical salesforce member. The Guidance identifies phrases such as "financial freedom," "full-time income," and substantially similar representations as presenting a particularly high risk of misleading consumers when disseminated to a general audience.⁵

Following its review of the Company's initial response, DSSRC acknowledged LOVEWINX's good-faith efforts to address seven of the 12 earnings claims identified in the inquiry and requested additional information regarding the five posts that remained publicly accessible.

DSSRC recognized that all of the individuals identified by LOVEWINX were former salesforce members and acknowledged that direct selling companies may face practical challenges in compelling former participants to remove social media content. Nevertheless, DSSRC expects a company to undertake bona fide, good-faith efforts to address unauthorized earnings claims disseminated on its behalf. Such efforts ordinarily include directly requesting removal or modification from the responsible individual and, when those efforts are unsuccessful, contacting the social media platform to advise that the content is unauthorized and request its removal.

Following receipt of LOVEWINX initial response, DSSRC asked the Company to confirm whether the status of the posts that remained publicly available had changed and whether the individuals responsible for disseminating them were still affiliated with LOVEWINX. DSSRC also requested copies of the correspondence sent to the individuals responsible for disseminating the remaining posts and, if direct outreach did not result in removal or modification, documentation showing that LOVEWINX had notified the applicable social media platforms that the claims were unauthorized and requested their removal.⁶

The Company subsequently provided DSSRC with copies of its outreach correspondence requesting that the former salesforce members either completely remove or significantly modify the posts at issue to remove the questionable content. Based upon the documentation provided by LOVEWINX, DSSRC determined that the Company demonstrated that it had made a good faith effort to address its concerns.

Notwithstanding the Company's bona fide efforts to have the posts removed, DSSRC recommended that LOVEWINX follow through with platform-removal requests for any posts that remain publicly accessible and retain copies of the resulting correspondence.

Lastly, DSSRC expressed its appreciation for the additional compliance measures described by LOVEWINX, including efforts to regain control of Company social media accounts, remove access from former participants, review existing earnings-related content, and remind participants of their compliance responsibilities. DSSRC encourages the Company to complete those measures and maintain an effective program to train, monitor, and enforce compliance by its active salesforce.

Conclusion

DSSRC appreciated LOVEWINX's good-faith efforts to address the earnings claims identified in this inquiry, including the actions that resulted in the removal or modification of seven of the posts identified in the inquiry, the Company's documented outreach to the former participants responsible for the remaining posts, its efforts to regain control of Company social media accounts, and its communication to active participants regarding earnings-claim compliance.

Although five posts containing significant or otherwise unqualified earnings representations remained publicly accessible at the time of DSSRC's review, DSSRC determined that the documentation provided by LOVEWINX demonstrated bona fide, good-faith efforts to obtain removal or modification of the claims. DSSRC recommends that the Company continue those efforts and, if the former participants do not take corrective action, contact the relevant social media platforms to advise that the claims are unauthorized and request removal of the content. Where removal cannot be effectuated, DSSRC recommends that LOVEWINX, if feasible, mitigate the consumer takeaway by posting a comment advising that the earnings representations were not authorized by the Company and are not representative of the earnings generally achieved by its salesforce members.

DSSRC will continue to monitor the Company's efforts to ensure compliance with applicable standards.

Company Statement

"LOVEWINX's business exists to give people a real opportunity to earn income through their own skill and effort, and that opportunity depends on everyone representing it honestly. We hold our Free Agents to that standard and will continue to do so.

In line with that commitment, LOVEWINX agrees to comply with DSSRC's recommendation to post a brief comment on each remaining post to clarify that each former participant's claims are not authorized by LOVEWINX and do not reflect our practices. In addition, LOVEWINX will contact the relevant social media platforms to advise them of the unauthorized content and request that the posts be permanently removed."

(Case #262 closed on 08/06/26)

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[1] DSSRC identified the same claim in two separate Facebook posts disseminated by different LOVEWINX salesforce members.

[2] One former LOVEWINX salesforce member was responsible for two of the posts that remain publicly available.

[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] Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A) (2022).
[dssrc_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

[6] DSSRC also recommended to LOVEWINX that where removal of the posts could not be effectuated, the Company should consider posting a comment informing consumers that the earnings representations were not authorized by LOVEWINX and did not reflect the Company's current policies or practices.

September 09, 2026

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