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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #189-2024: Administrative Closure – Mary Kay, Inc.

Company Description

Mary Kay, Inc. (“Mary Kay” or the “Company”) is a direct selling company founded in 1963 and headquartered in Dallas, Texas. The Company specializes in beauty 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. This matter was commenced by DSSRC pursuant to DSSRC’s ongoing independent monitoring of advertising and marketing claims in the direct selling industry.

This inquiry concerned nine earnings claims disseminated on LinkedIn, Facebook, Instagram, and several blog posts. DSSRC was concerned that these claims conveyed an unsupported message regarding the income a typical salesforce member could earn from the Mary Kay business opportunity, including claims communicating that the typical salesforce member could obtain “financial freedom” and earn full-time income.

Administrative Closing Summary

The Company immediately responded to DSSRC’s Notice of Inquiry and informed DSSRC that the claims at issue were disseminated by inactive salesforce members or by individuals that were not associated with Mary Kay. Notwithstanding, the Company used its best efforts to contact the individuals who disseminated the posts and requested that the posts be removed.

Based upon the Company’s efforts, Mary Kay was successful in having eight of the nine posts removed. With respect to the remaining LinkedIn post, which was communicated by a non-Company salesforce member and pertained to a past business event that had no connection with Mary Kay, the Company provided DSSRC with copies of the correspondence that it sent to the individual responsible for the post requesting that it be removed, as well as a copy of the letter sent to LinkedIn advising the platform of the unauthorized claim.

DSSRC recognizes that removing social media posts that were communicated by inactive salesforce members or individuals not associated with the direct selling company can be a challenging endeavor for direct selling companies. Notwithstanding, DSSRC will request that the direct selling company demonstrate that it has made a good faith effort to remove inaccurate claims that are brought to its attention.

In the subject inquiry, DSSRC appreciated the immediate steps taken by Mary Kay to address its concerns and recognized the Company’s ongoing efforts to reconcile the remaining LinkedIn post.

Based upon the good faith efforts exhibited by Mary Kay, DSSRC administratively closed its inquiry.

Company Statement

“Mary Kay is committed to consumer protection and upholding the highest standards of integrity. The Company takes improper earnings representations very seriously and strongly discourages its salesforce members from making any express or implied income claims. On October 22, 2024, Mary Kay was notified of a DSSRC inquiry concerning nine problematic social media posts. The Company responded promptly to the DSSRC’s Notice of Inquiry, clarifying that the claims in question were made by unaffiliated third parties or inactive salesforce members. Mary Kay took immediate action, successfully removing eight of the nine posts. For the remaining LinkedIn post, the Company provided the DSSRC with correspondence requesting its removal and notified LinkedIn of the unauthorized claim.”

Case # 189, closed on 12/17/24)

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