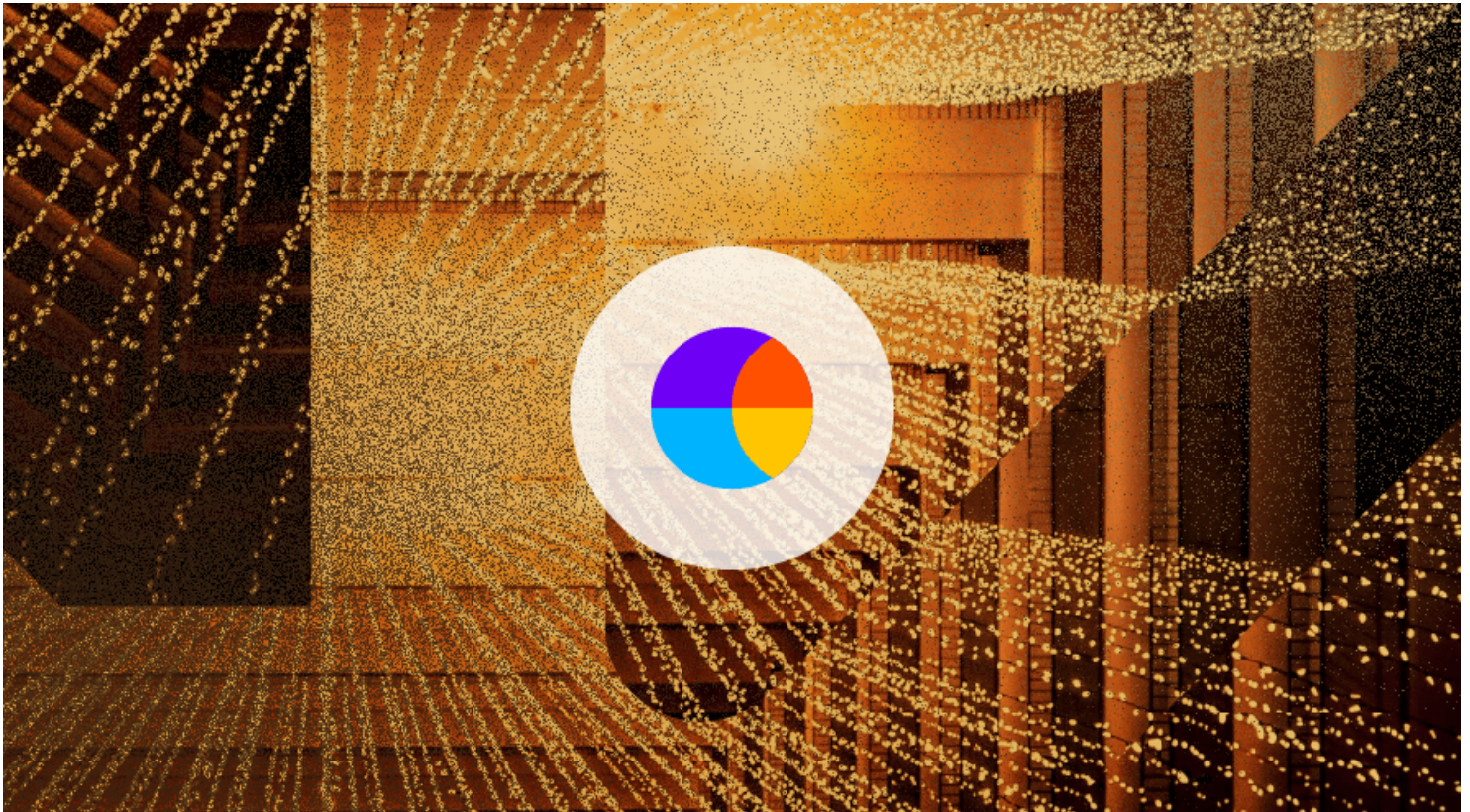


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BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #206-2025: Administrative Closure - Pruvit Ventures, Inc.

Company Description

Pruvit Ventures, Inc. (“Pruvit” or the “Company”) is a direct selling company headquartered in Melissa, Texas and founded in 2015. The Company specializes in ketone supplements and promotes products related to the ketogenic diet and lifestyle.

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 its ongoing independent monitoring of advertising in the direct selling marketplace and pertains to income claims disseminated by Pruvit's salesforce members.

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

Earnings Claims

1. "Want a FREE car? Pruvit!

Want a dream home? Pruvit!
Want to be debt free? Pruvit!
Want lavish vacations? Pruvit!"
(May 2024)

2. "Our Family has traveled the World, I've earned a 6 Figure income from my phone"

(April 2024)

3. "Would an extra \$300-\$500 (or more) be helpful to you each month? If so, you've landed in the right place."

(February 2024)

4. "🌟 37 Car Bonus Earners—real people driving real results (literally).

🌟 Multiple Six-Figure Earners—helping families achieve financial freedom.

🌟 5 Lifetime Million Dollar Earners—leading the charge with experience and heart."
(December 2024)

5. "financial freedom #FinancialFreedom"¹

(January 2024)

6. "financial freedom"²

(November 2024)

Company's Position

Pruvit did not attempt to substantiate the claims identified in this inquiry but instead took action to have the claims removed. As a result of its actions, the Company reported to DSSRC that all of the subject claims in the inquiry have been removed.

As part of its due diligence, Pruvit provided DSSRC with a detailed spreadsheet that described the actions that the Company took to address DSSRC's concerns, the results of Pruvit's actions, the post content that was identified by DSSRC, and follow-up notes regarding its engagement with the salesforce members who were responsible for disseminating the posts. The Company also provided DSSRC with copies of the correspondence sent to those 11 salesforce members.

Administratively Closed Resolution

DSSRC appreciated the good faith efforts taken by Pruvit to address and remove all 11 claims identified by DSSRC in this inquiry. DSSRC determined that the Company's actions were necessary and appropriate.

DSSRC determined that the claims in this inquiry communicated the message that a typical Pruvit salesforce member earns significant income (i.e., "6 Figure income," "\$500 a month," "financial freedom") and free rewards ("Want a free car? Pruvit") through the Company's business opportunity.

The FTC Business Guidance for Multi-Level Marketing ("the FTC Guidance"), states that "any earnings claim should reflect what the typical person to whom the representation is directed is likely to achieve in income, profit, or appreciation."³ The FTC Guidance notes that claims of significant earnings are atypical to what the average participant would earn.⁴ Thus, disseminating atypical earnings claims may create a deceptive impression about the business opportunity. In this regard, if a participant in an MLM or direct selling opportunity, makes an income or earning claim they must have a reasonable basis for making any income claims. This includes "reliable, empirical evidence demonstrating that the typical person in the group . . . is likely to realize . . . an amount equal to or greater than that conveyed by the earnings or lifestyle claim."⁵

The DSSRC Guidance on Earnings Claims for the Direct Selling Industry (“the DSSRC Earnings Claim Guidance”) similarly cautions direct selling companies and their independent salesforce members against the use of language or images that communicate “earnings beyond what can be generally expected by the typical salesforce member in the depicted circumstances.”⁶ The DSSRC Earnings Claim Guidance further notes that “[s]ome words or phrases carry a particularly high risk of being misleading to consumers when communicated in a general context. Such words and phrases include but are not limited to “financial freedom...”⁷

With respect to the reference to free items in social media posts, the FTC Guidance states that,

“MLMs and their participants should not make misleading statements about what is being given away. Take, for example, a ‘free car’ promotion. A reasonable consumer likely would not believe getting a ‘free car’ means: (1) they get only a limited or discrete ‘free’ payment for a car lease; (2) the ‘free’ payment will stop abruptly if the participant stops being eligible; or (3) the participant has to continue paying for the car lease after the ‘free’ payment stops.”⁸

The FTC Guidance further adds that “when MLMs or their participants advertise any ‘free’ items, the advertisement should contain all the information about the offer that is likely to affect a consumer’s purchasing decision.”⁹ This means that “it is not appropriate to tell potential participants that they can get a ‘free’ car without also telling them — in a clear and conspicuous manner — what they need to do to be eligible to get that car.”¹⁰

Conclusion

Based upon Pruvit’s good faith efforts to remove all eleven of the social media posts identified by DSSRC in this inquiry, DSSRC administratively closed its inquiry.

Company Statement

“Pruvit Ventures, Inc. (the “Company”) appreciates the DSSRC’s cooperation in this process and will follow the DSSRC’s recommendations. We are grateful the DSSRC recognizes the Company’s ongoing good faith efforts to ensure the Company and its independent sales force maintain compliance with the Company’s Policies & Procedures and regulatory standards. We understand maintaining compliant content is an ongoing process for direct sales companies and will continue to monitor our field for any non-compliant material. We appreciate the DSSRC’s work and continue to welcome its guidance for self-regulation in the direct selling industry.”

(Case No 206-2025, Closed on 4/08/25)

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[1] DSSRC identified a “financial freedom” claim accompanied by “#financialfreedom” in two different social media posts that were disseminated in January 2024.

[2] DSSRC identified unqualified “financial freedom” claim in four different social media posts that were disseminated between September 2022 and November 2024.

[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.* at Section 13.

[5] *Id.*

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

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

[8] *Supra* at note 3, section 20.

[9] *Id.*

[10] *Id.*

April 11, 2025

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