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Case #141-2023: Administrative Closure – Red Aspen, LLC

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #141-2023: Administrative Closure – Red Aspen, LLC

Company Description

Red Aspen, LLC, (“Red Aspen” or the “Company”) is a direct selling company that markets beauty and cosmetic products. The Company is headquartered in Meridian, Idaho and was founded in 2017.

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 product and income claims in the direct selling industry.

This inquiry included five earnings claims. The claims at issues included representations communicating that the typical Company salesforce member could earn significant income and/or achieve “financial freedom” through its participation in the Red Aspen business opportunity. The subject claims were communicated on Facebook, YouTube, and/or Tik Tok.

Company’s Position

Red Aspen reported to DSSRC that it had taken corrective measures by removing three out of the five posts identified before receiving DSSRC's Notice of Inquiry. The company provided written confirmation to DSSRC that it had reached out to all individuals responsible for the posts, successfully eliminating three of the five problematic posts. Regarding the remaining two posts, Red Aspen informed DSSRC that the accounts of the salesforce members involved had been terminated due to their refusal to comply with the company's request to address the posts. Additionally, the company confirmed to DSSRC that it had contacted YouTube and Facebook, notifying them that the two remaining posts contained unauthorized income claims and requesting their removal.

Administrative Closure

Based upon the good faith actions taken by Red Aspen to address DSSRC’s concerns in the inquiry and remove three of the five subject posts and terminate the accounts of the salesforce members responsible for the remaining posts, DSSRC administratively closed its inquiry.

(Case #141-2023, closed on 12/18/23)

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