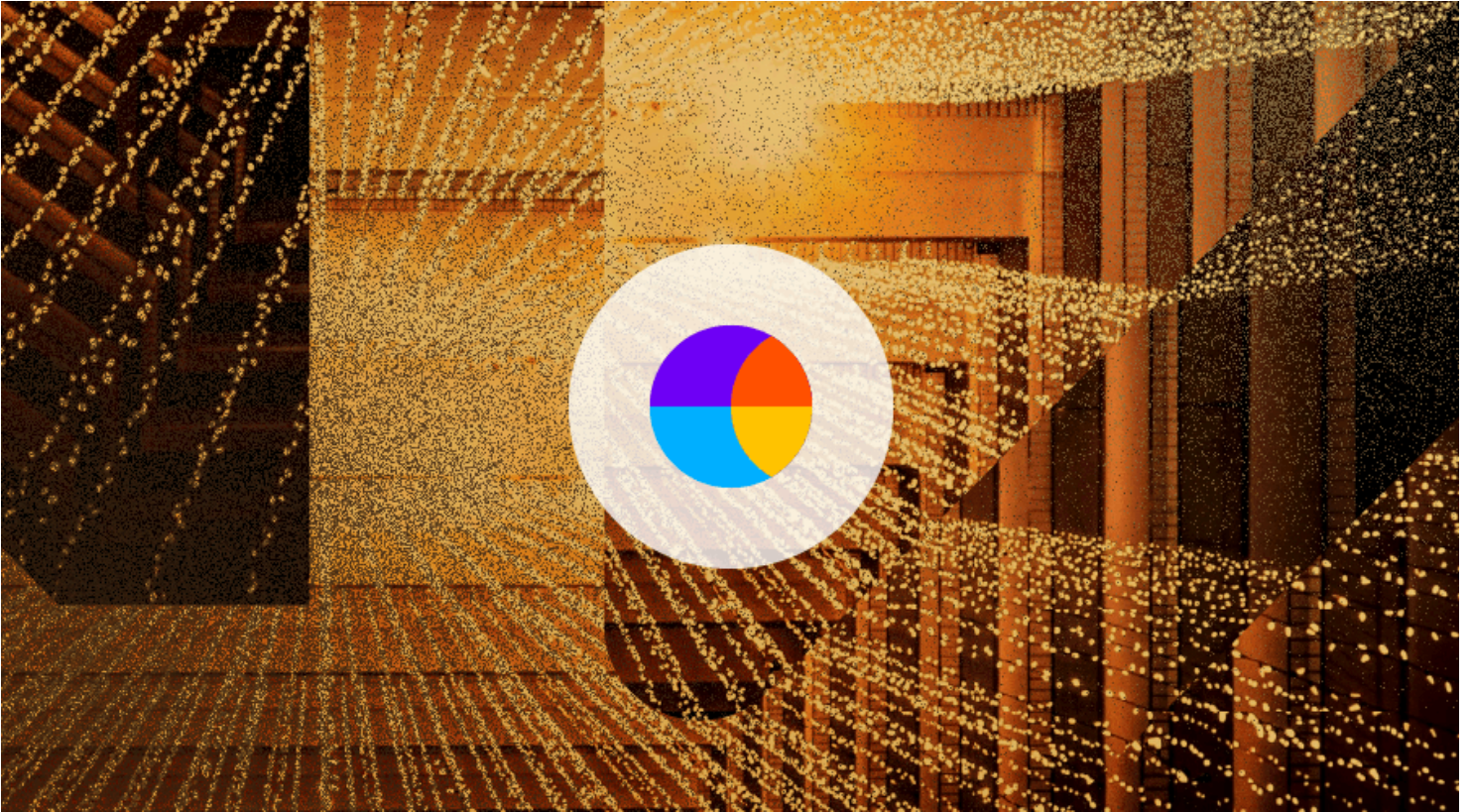


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# Case #223-2025: Administrative Closure - Ring Bomb Party, LLC

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #223-2025: Administrative Closure - Ring Bomb Party, LLC

## Company Description

Ring Bomb Party, LLC (“Bomb Party” or the “Company”) is a direct selling company that was founded in 2016 and headquartered in Prattville, Alabama. The Company’s product line includes designer rings, necklaces, earrings, and bracelets.

## 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 industry and pertained to income claims disseminated by Bomb Party. DSSRC was concerned that the representative claims below communicated the message that the typical Bomb Party salesforce member can generally expect to earn significant income from the Company's business opportunity.

The representative claims that formed the basis of DSSRC's inquiry were communicated on Facebook, Instagram, and Tik Tok. One claim at issue was disseminated on the Company website. The claims identified in DSSRC's Notice of Inquiry are set forth below:

### Earnings Claims

1. "Fun in the sun has just gotten started in beautiful Puerto Vallarta! We are so excited to party in paradise with amazing party reps from all across the country that earned this all inclusive Puerto vacay revealing gorgeous BP jewelry and doing what they love! 🌴🎉  
✨ #bombparty #bp #incentivetrip" (April 2024)
2. **Video showing Party rep winning a \$5,000 founders award. Video states:** "The Founder Award is the most prestigious award a Party Rep can be given. The recipient is chosen from nominations submitted by Party Reps shortly before the event, and BP founders, Lillian and Bella, will choose the winner from the list of nominations. The nominees and winner should be someone who exemplifies the core values of the Bomb Party and serves as a role model for other Reps. While the focus is not solely on achieving high numbers in sponsoring, PV, downline volume, or rank advancement, the recipient of this top award will naturally demonstrate outstanding performance in those areas.  
It recognizes the exceptional qualities and contributions of the chosen representative, highlighting their influence and impact on the Bomb Party community, their team, and/or their customers."  
**Video caption:** "Bomb Party 2024 Founders Award recipient, Danielle Baker.#amidreaming #suchanhonor #bombparty #bombpartyjewelry #foundersaward #bekindtoeveryone" (June 2024)
3. "The more you do, the more your potential paycheck. So whether you're looking for a side hustle or your next chapter, or if you simply have a thing for bling, a Bomb Party™ business is the fun way to make extra money..."
4. "Earn up to \$500 in free products in your first 3 months  
- Financial Freedom  
- Work From Home  
- Be Your Own Boss  
- Set your own Hours"  
(December 2024)
5. "💎 Ready to Turn Your Passion for Jewelry into Profit? 💎 Become a part of the Bomb Party family and start your journey to financial freedom by selling our stunning jewelry collection! ✨💎 Work on your own schedule and be your own boss. 🍀 Earn 25 to 37% commission on every sale plus monthly and ranking bonuses. ❤️ Access to team and company training classes to sharpen your skills and maximize your earning potential. Don't miss out on this exciting opportunity to make money doing what you love! Join Bomb Party today and start building your dream business. 💎 #mamabearfizz" (September 2024)
6. "Here we are... back in Hawaii! I am soooooo very thankful that I am able to explore my passion of traveling ✈️ This would NOT be possible without Bomb Party. Joining this company has been THE BEST decision ever! I'm looking for a couple more people to mentor and teach how to create a successful Bomb Party business right along side me 💜 Here is what you could have: 💎 A fun and exciting business💎 Team and company incentives (including a trip to Maui in October that you can still earn!) 💎 Earn a part time or full time income just simply by going live and sharing the beautiful jewelry we have to offer 💎 \$450+ I'm fast start bonuses 💎 Weekly payout and monthly bonuses 💎 Time and financial freedom 💎 Extra income to spend how you'd like 💎 A team of wonderful ladies who are here for you. If this sounds like something you (or someone you know) may be interested in, message me today! This is open to the US and Puerto Rico. Now is the best time and I'm ready to help YOU today! #bombparty #ringbombparty #jewelrybusiness #joinme #bossbabe #wahn #sahm #mlm #hawaiilife #hawaiivacation #oahu #livealoha #hilife #travellife #exploremore #financialfreedom #letmehelpyou" (March 2021)
7. "✨ Wanting more financial freedom" (June 2021)
8. "I'm not recruiting to be a part of bomb party and my sparkle side team. I'm looking for entrepreneurs. PEOPLE that want financial freedom, make their own hours, to be their own boss!" & "Entrepreneurs Wanted Must love: -Working your own hours -Being paid weekly" (April 2021)
9. "No live tonight? And although I miss y'all. I love that I can choose to spend the night with my family watching horror movies and eating brownies. Bomb party let's me pick the hours I work, let's me help others build businesses like this, and above all, gives me the financial stability to take care of my babies and I. ...Building your own business and taking the step towards financial freedom." (March 2021)
10. "I can NOT express enough how honored I am to be a part of this AMAZING company! Bomb Party has changed my life in so many ways. I never dreamed of being a business owner... the amount of financial freedom this opportunity has brought me/my family is beyond my dreams. I look forward to the future and to continue to grow and be successful!" (May 20, 2022)
11. "This is my sparkle family. I am proud of each and every one of them. They're entrepreneurs. Pioneers. They took a chance on a business and here they are rocking it out. They're going live, they're building teams. They are setting the foundation to be where they want to be. Financial freedom, making sparkle friends, partying it up." (April 2021)



12. "The day I said yes to this was the best day EVER! It was the day that I gained so many new friends and family, the day that I began to build my own business, the day I started gaining financial freedom and most importantly the day I said yes to the plan God had for me. He knew what he was doing when he brought BP into my life. Love you all! ❤️"(October 2022)
13. "It all started with a ring bomb! 🎉 Celebrating 4 years of business with @bombpartyofficial! This opportunity has changed both of our lives for the better. Not only giving us financial freedom, but also giving us freedom over our time to spend more time doing the things we love with the people we love!" (August 2022)
14. "🎉CHEERS TO 3 YEARS!! 🎉 Today marks our three year anniversary with Bomb Party and making the best decision of our lives! Since then we have revealed & fulfilled 10,000 orders!!!! ... 🎉 Bomb Party has opened up so many new experiences for us! We have achieved top leadership, served on the company's advisory council, trained thousands of reps, been featured in Bomb Con, had dinner with our founders, earned free product, earned incentives, travel when and where we want, found financial freedom, and now are earning our first incentive trip to MAUI! We have become so close to our team and customers...If you want to know more about our experience with this company and how to start earning an income, message us! We give our team all of our tools to success" (August 2021)
15. "Thank you BP for allowing me into the family and giving me the financial freedom! Thank you to all of you for your support and love everyday! Without you I wouldn't be able to do what I do! I talk to some of you also on a daily basis and I thank God everyday for allowing such amazing people into my life! Bombcon 2022 in the books!" (August 2022)
16. "Happy 2022 YASS QUEEN TRIBE!!!! Thank you all so much for the continued love and support! We've grown SOOOO much in 2021 and we're turning up the 🔥🔥🔥 in 2022!! I can't wait to lead and guide 100s of woman this year to find their way to Financial Freedom, Build their Confidence, Their Network, and NETWORTH!! 🙌🙌" (December 2021)
17. "Have you ever thought about working from home? Financial freedom and time freedom? I started this business as a way to connect with the world when we couldn't go out! I had no idea my customers would turn into my dearest friends and that this company would change my families life financially!" (January 2021)
18. "Would you like to gain financial freedom or just earn some extra money? Ask me about Bomb Party. I get paid to party!!! 💎🎉🎉 You could too!" (February 2021)

### Company's Position

Bomb Party stated that it is fully committed to complying with all applicable legal standards regarding earnings representations. The Company noted that every independent contractor is required to review and agree to its written *Policies and Procedures*, which expressly prohibit "Lifestyle Claims" — including any suggestion that income from Bomb Party enables individuals to quit their jobs, make extravagant purchases, or engage in high levels of discretionary spending. According to Bomb Party, this policy is designed to align with the Federal Trade Commission's (FTC) guidance, which requires substantiation for earnings claims and clear disclosure of atypical results.

The Company explained that it has implemented several key compliance measures to support this policy. Upon enrollment, all new representatives must complete mandatory training that covers appropriate business practices, including specific prohibitions on income and lifestyle claims. Bomb Party stated that this training reinforces its expectations that representatives market the company's products and opportunity in accordance with FTC guidance, and that it provides ongoing education to ensure continued awareness of what constitutes compliant earnings-related messaging.

Bomb Party also reported that it has established a formal monitoring and enforcement program. The Company employs a compliance team that reviews public marketing communications, including social media, for potential violations. It utilizes keyword detection tools to flag problematic language and promptly investigates complaints. According to the Company, violations of its income claim policy result in a tiered disciplinary process, including written warnings, retraining, suspension, or termination. Bomb Party further stated that it is currently working to enhance its automated tools to better detect high-risk language such as "financial freedom," "quit your job," and "unlimited income," in accordance with DSSRC guidance.

With respect to marketing content, Bomb Party stated that all approved promotional materials must include clear and conspicuous income disclaimers. The Company also highlighted that its Policies and Procedures prohibit representatives from making false or unsubstantiated earnings claims, posting images of commission checks or bank statements, or sharing income information about other contractors.

In addition, Bomb Party noted that it has established an anonymous reporting mechanism, accessible to both representatives and the public, for reporting suspected violations of its marketing or earnings policies. The Company indicated that all reports are reviewed by compliance staff and that any confirmed violations are promptly addressed.

To ensure its policies remain current, Bomb Party stated that its legal and compliance teams conduct a formal review of its marketing and compensation guidelines at least twice annually. These reviews are intended to ensure continued alignment with evolving FTC regulations, industry guidance, and Better Business Bureaus' best practices. When needed, the Company updates its policies to maintain strong, proactive compliance controls.

Finally, in response to the concerns raised by BBB National Programs, Bomb Party confirmed that it promptly reviewed each of the cited posts, took corrective action, and has instituted further measures to strengthen compliance across its independent salesforce.

As a result of Bomb Party's efforts, 12 of the 18 online claims identified in the inquiry were successfully removed, and an additional three claims—including one appearing on the Company's own website—were significantly modified. Bomb Party informed DSSRC that the

remaining three posts were published by former independent contractors: two of the posts were originally disseminated in 2021, and the third in 2022. All three individuals are no longer active with the Company.

According to Bomb Party, each of the three posts contained references to “financial freedom,” language that had not been reviewed or approved by the Company prior to publication. Upon receiving DSSRC’s inquiry, Bomb Party sent direct communications to the last known email addresses of the individuals, requesting removal of the posts. Despite the individuals’ inactive status, the Company made a good faith effort to convey its concerns, emphasizing that the posts could mislead consumers and potentially create the false impression of an ongoing affiliation with Bomb Party.

In its outreach, the Company reminded the former contractors of their prior contractual obligations, including adherence to Bomb Party’s Policies and Procedures and the FTC’s guidelines regarding earnings claims. Bomb Party attempted contact through both email and Facebook Messenger but did not receive any responses. In addition, the Company escalated the matter by filing reports with Meta, asserting that the posts violated Bomb Party’s intellectual property rights, and posted comments on each of the remaining posts to clarify that the content was not authorized.

### **Administratively Closed Resolution**

DSSRC acknowledged and appreciated Bomb Party’s timely and cooperative response to the issues raised in the inquiry. Rather than seeking to substantiate the earnings claims identified, the Company focused its efforts on removing or revising the noncompliant posts. As a result of these actions, DSSRC confirmed that 15 of the 18 flagged social media posts were either taken down or significantly modified to eliminate language inconsistent with industry and regulatory guidance.

Regarding the three remaining posts, which were traced to former independent salesforce members, DSSRC found that Bomb Party made a diligent and sustained effort to have the posts removed. In addition, DSSRC noted and appreciated Bomb Party’s efforts to post public comments on the active Facebook content, clarifying that the claims were not compliant with company policies and had not been approved.

DSSRC determined that Bomb Party’s actions constituted a good faith effort to address its concerns and were consistent with expectations for responsible self-regulation. According to the *FTC’s Business Guidance for Multi-Level Marketing*, any earnings claim should reflect what the typical person to whom the representation is directed is likely to achieve in income, profit, or appreciation. Moreover, the FTC notes that earnings claims must be backed by reliable, empirical evidence that reflects the results typically achieved by participants.<sup>1</sup>

With respect to references involving reward incentives, such as company-sponsored travel, the FTC has observed that some multi-level marketing companies and their participants promote the business opportunity in a way that suggests it leads to substantial wealth or an affluent lifestyle. These impressions are often conveyed through language or visuals depicting luxury homes, expensive cars, and high-end vacations. The FTC advises that these types of portrayals constitute implied earnings claims and warns that such claims may be deceptive if the outcomes shown are not representative of what most participants typically experience.<sup>2</sup>

The *DSSRC Guidance on Earnings Claims in the Direct Selling Industry* echoes this position, advising companies and their salesforce to avoid language or imagery that conveys unrealistic earnings expectations. It specifically highlights terms such as “financial freedom” as high-risk language that, when used without proper context and disclosure, may mislead consumers about likely income potential.<sup>3</sup>

DSSRC has consistently recognized that companies may lack the authority to compel former or inactive salesforce members to take down noncompliant content. Nonetheless, companies are expected to make a clear and documented good faith effort to pursue removal. This includes sending written requests to the responsible individuals and, where applicable, utilizing reporting mechanisms provided by social media platforms. In this inquiry, Bomb Party satisfied those expectations by taking all appropriate steps within its control.

Based on the Company’s successful resolution of the majority of the claims and its documented efforts to address the remaining posts, DSSRC concluded that Bomb Party demonstrated a sincere commitment to compliance. Accordingly, the inquiry was administratively closed.

### **Conclusion**

Based on Bomb Party’s successful removal of 15 of the 18 claims identified in the inquiry, along with its documented and good faith efforts to address the remaining three unauthorized posts, DSSRC determined that the matter had been appropriately addressed and administratively closed the inquiry.

(Case #223, closed on 7/10/2025)  
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[1] *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>

[2] *Id* at Section 15.

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

August 11, 2025

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