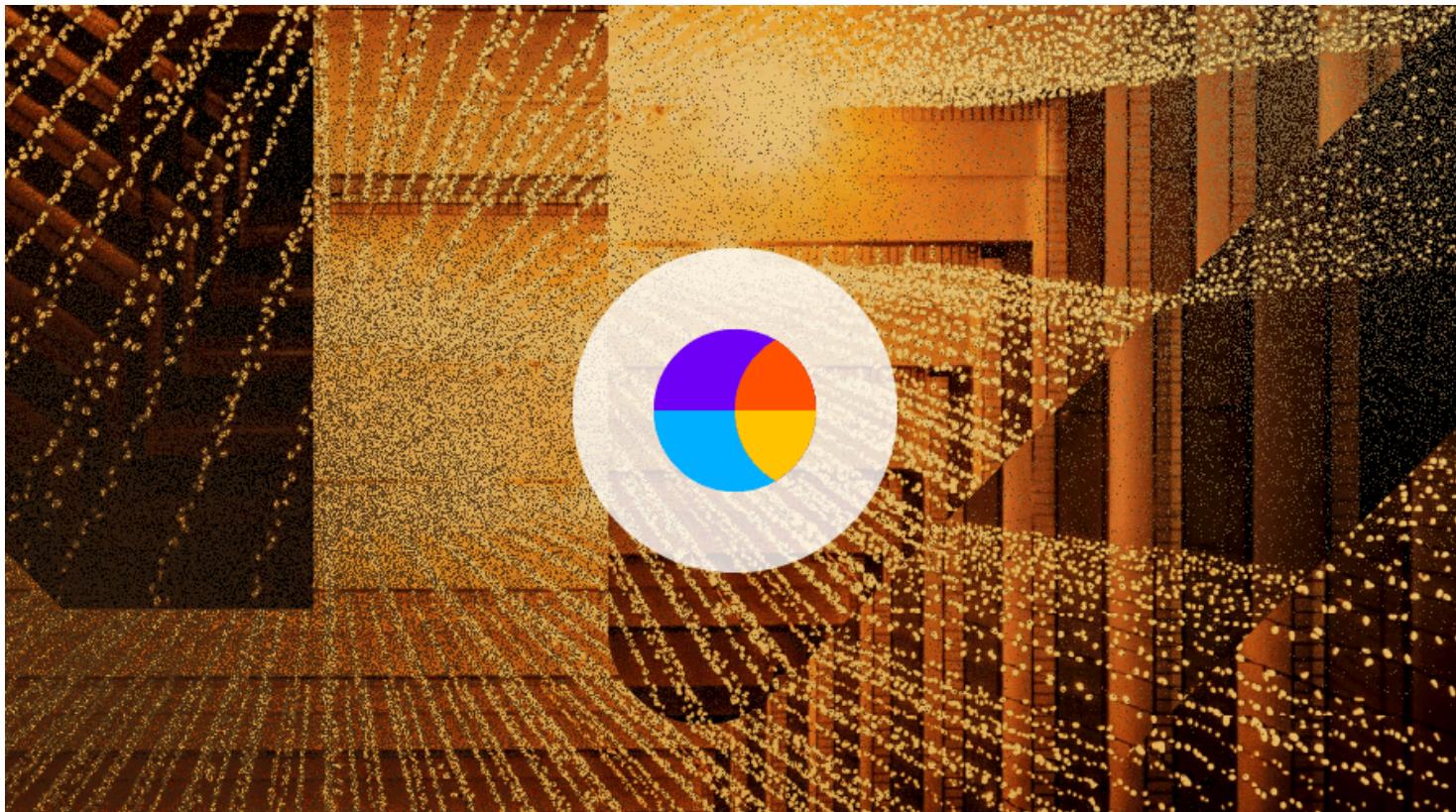


- [RMAI Services](#)
- [TeenAge Privacy Program](#)
- [Vendor Privacy Program](#)
- [Volkswagen Car-Net & Audi Connect](#)

Our 501c3 Foundation



[Learn About CISR](#)

[What Is BBB National Programs?](#)

1. [Home](#)
2. [Programs](#)
3. [Advertising Self-Regulation](#)
4. [Direct Selling Self-Regulatory Council \(DSSRC\)](#)
5. [Case Decisions](#)
6. [Case #235-2025: AMS Health Sciences LLC d/b/a Saba](#)

Case #235-2025: Monitoring Inquiry – AMS Health Sciences LLC d/b/a Saba

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #235-2025: Monitoring Inquiry – AMS Health Sciences LLC d/b/a Saba

Company Description

AMS Health Sciences LLC d/b/a Saba (“Saba” or the “Company”) is a direct selling company headquartered in Oklahoma City, OK, that was founded in 1988. The Company offers a range of health-and-wellness products including weight-management supplements, general nutrition, skincare & beauty items, and lifestyle-wellness products.

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 Company salesforce members.

The representative claims set forth below that formed the basis of this inquiry were disseminated on Facebook, Instagram, and on the Company website.

Earnings Claims

1. “Burn fat all day long for a leaner, healthier you. Uplift your mood and feel grounded in positivity. Let’s build a community of health, inspiration, and financial freedom—one success story at a time. 🌱” (December 2024)
2. “Your journey to a healthier, more vibrant life—and financial freedom—begins now.” (October 2024)
3. “Your journey to a healthier, more vibrant life—and financial freedom—begins now. Don’t wait—elevate your well-being with Saba ACE and Saba IQ, and start building the lifestyle you deserve.” (October 2024)
4. “By sharing Saba ACE, you’re not just offering wellness—you’re opening doors to financial freedom and community connection.” (December 2024)
5. “I’ve won cash between \$20-\$500!!, lots of prizes, an all expense paid trip for 2 to California & MORE - My friends & family have won cash & prizes just for listening in on fun calls too” (August 2021)
6. “Saba is a Movement that is fully devoted to inspiring, empowering and leading people to take control of their overall health, while providing an opportunity to financial freedom.”
7. “Together, we can create a healthier, happier community, inspire others to embrace their wellness journeys, and even enjoy the financial freedom of sharing what we love.” (November 2024)¹
8. “Make extra income in your own time and have financial freedom!....You choose how much you like to work, a few hours a week to full time (home or away) and how much you like to earn (part time income, full time income or even a lifestyle income... #financialfreedom.”

Product Performance Claims

1. “No more daily depression meds! No scripts! 🧠✅ Haven't used a PRN anxiety med since day 1 🧠...MADE SO MUCH MONEY being a PRODUCT OF THE PRODUCT! 🧠... SCIENCE BACKING PRODUCTS” (September 2023)
2. "I can tell you from my own personal experience. Ace has changed my mind space in so many healthy ways. I think clear. My sadness/depression isn't around. Anxiety. Here and there but it's so little now it's shocking. I thought I'd always be on something specific for my anxiety (esp after my car accident) yet, it's not the case, my life is sooooo changed. Plus losing weight, I've lost over 80 pounds now and I just can't believe how different life looked last summer. 🙏🙏🙏” (April 2024)

Company’s Position

Upon receiving the Notice of Inquiry, Saba promptly initiated a comprehensive review of the 11 claims identified by DSSRC. Consistent with the Company’s internal compliance protocols, Saba immediately contacted the individuals responsible for the social media posts to explain the nature of the non-compliance and to request that the content be removed or appropriately revised. The Company also addressed the one website claim at issue.

As a result of these efforts, the Company reported to DSSRC that all but one of the social media posts had been removed and that the website claim had been substantially modified. Regarding the one remaining publicly available post, Saba advised DSSRC that the video in question was not affiliated with the Company or its business opportunity.

Saba affirmed that it maintains clear policies and procedures prohibiting unauthorized health and income claims. The Company acknowledged that several posts from its salesforce members did not comply with these standards but emphasized that it acted swiftly to remediate the situation.

To further strengthen its compliance practices, Saba stated that it implemented additional internal measures, including enhanced training on FTC-compliant product and earnings claims, as well as the issuance of updated guidelines and reminder notices to all active members of its salesforce.

Analysis

In response to this inquiry, Saba implemented corrective actions by contacting the salesforce members responsible for the identified claims and reinforcing internal compliance measures related to FTC-compliant product and earnings communications. As a result, the Company

removed eight of 10 social media posts identified by DSSRC and significantly modified the website claim to eliminate the reference to “financial freedom.”

DSSRC acknowledged Saba’s good faith actions in addressing the earnings claims and product claims at issue and concluded that the Company’s responsive actions were both necessary and appropriate.

Earnings Claims

In its review, DSSRC found that the earnings claims identified in this inquiry conveyed the impression that a typical Saba salesforce member could earn significant income (e.g., “financial freedom”) through participation in the Company’s business opportunity and that use of the product can treat depression and result in substantial weight loss.

The FTC’s Business Guidance for Multi-Level Marketing (“FTC Guidance”) makes clear that any earnings representation must reflect what the typical participant is likely to achieve. According to the FTC Guidance, references to unlimited income potential or career-level earnings are not typical of the experiences of most participants, and therefore such claims can mislead consumers. The FTC Guidance further emphasizes that income or lifestyle claims must be supported by reliable, empirical evidence showing that the typical participant is likely to earn the amount represented.² 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 such claims. This includes “reliable, empirical evidence demonstrating that the typical salesforce member . . . is likely to realize . . . an amount equal to or greater than that conveyed by the earnings or lifestyle claim.”³

Similarly, the DSSRC Guidance on Earnings Claims for the Direct Selling Industry advises companies and salesforce members to avoid language or imagery implying income levels that exceed what an average participant can reasonably expect. The Guidance identifies the phrase “financial freedom” as particularly high-risk for misleading consumers. DSSRC has repeatedly found in prior inquiries that aspirational income statements or claims—such as references to “financial freedom”—when used without clear qualification or context, can reasonably be interpreted as promises of significant or life-changing earnings.⁴

Regarding a separate post referencing #financialfreedom and #Saba, Saba maintained that the video was not affiliated with the Company or its business opportunity. DSSRC, however, did not concur, noting the inclusion of the Company’s brand name within the post. While DSSRC recognizes that the individual who disseminated the post may no longer be an active salesforce member, DSSRC recommended that Saba take additional measures to have the claim addressed.

Consistent with prior DSSRC determinations, DSSRC acknowledges that a direct selling company may not be able to compel a former or inactive salesforce member to remove noncompliant content. In such instances, DSSRC recommends that the Company make a bona fide, good faith effort to facilitate removal, including issuing a written request to the individual to take down the improper claim. In addition, where the relevant social media platform provides a reporting mechanism for trademark or copyright violations, DSSRC recommends that the company promptly utilize that tool to request removal. If the post appears on a platform without such a mechanism, DSSRC further recommends that Saba contact the website or platform in writing to formally request removal of the claim or post.⁵

Product Performance Claims

The Company represented to DSSRC that the two product performance posts identified in this inquiry had been removed; however, DSSRC’s subsequent review indicated that one of the posts remained publicly accessible.⁶

DSSRC agreed that the Company’s efforts to have these posts disabled were warranted. The FTC’s Health Products Compliance Guidance states that “In addition to conveying product claims clearly and accurately, marketers need to ensure that there is adequate support for their claims. Under FTC law, advertisers must have a reasonable basis for their product claims before disseminating an ad.”⁷ It is further noted that “[e]ven when an advertiser doesn’t make a specific claim about the level of support, claims about the health benefits of a product must still meet the basic substantiation standard of ‘competent and reliable scientific evidence.’ Randomized, controlled human clinical trials (RCTs) are the most reliable form of evidence and are generally the type of substantiation that experts would require for health benefit claims.”⁸

Accordingly, in the absence of such testing, DSSRC recommended that Saba re-establish contact with the salesforce member responsible for disseminating the post to ensure the content is either removed or appropriately revised.

Conclusion

DSSRC recognized the good faith actions taken by Saba to address the concerns raised in this inquiry, including the removal of eight of 10 social media posts and the substantial revision of the website claim at issue. Notwithstanding these corrective actions, DSSRC recommended that the Company re-establish communication with the salesforce member who had previously represented that the remaining post containing a product performance claim had been removed, to ensure that the content is in fact deleted or appropriately modified.

Furthermore, with respect to the remaining post that included an earnings claim and referenced “#Saba,” DSSRC recommended that, in addition to contacting the individual in writing to advise them of the unauthorized claim and to request its removal, the Company also submit a written request to the hosting website or platform seeking removal of the subject post or claim.

Company Statement

“AMS Health Sciences, LLC is a committed supporter of industry self-regulation. We appreciate the opportunity to respond to DSSRC’s inquiry and fully agree to adhere to the recommendations in the report. We are pleased that the DSSRC has acknowledged our good faith efforts to address its concerns. AMS Health Sciences, LLC will continue to uphold our compliance initiatives to ensure that our salesforce accurately and truthfully represents the income opportunity and the benefits associated with our products, in accordance with our best efforts and highest standards of integrity.”

(Case #235, closed on 11/04/25)

© 2025 BBB National Programs

[1] DSSRC identified this claim on separate social media posts communicated on Facebook and Instagram in November 2024.

[2] *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>.

[3] *Id.*

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

[5] *See* Monitoring Inquiry – Chalk Couture (Case No. 50-2021) Oct 29, 2021; Compliance Report – Mary Kay, Inc. (Case No. 61-2022) Feb 9, 2022; Monitoring Inquiry – MWR Life, LLC. (Case No. 87-2022) Oct 11, 2022.

[6] DSSRC acknowledges for the record that the Saba salesforce member identified in connection with this post did effectuate the removal of the other product performance post cited in the Notice of Inquiry.

[7] Federal Trade Commission, *Health Products Compliance Guidance* (Dec. 20, 2022), Section B.

[8] *Id.* at Section b(2).

November 19, 2025

Subscribe to Stay Up-to-Date