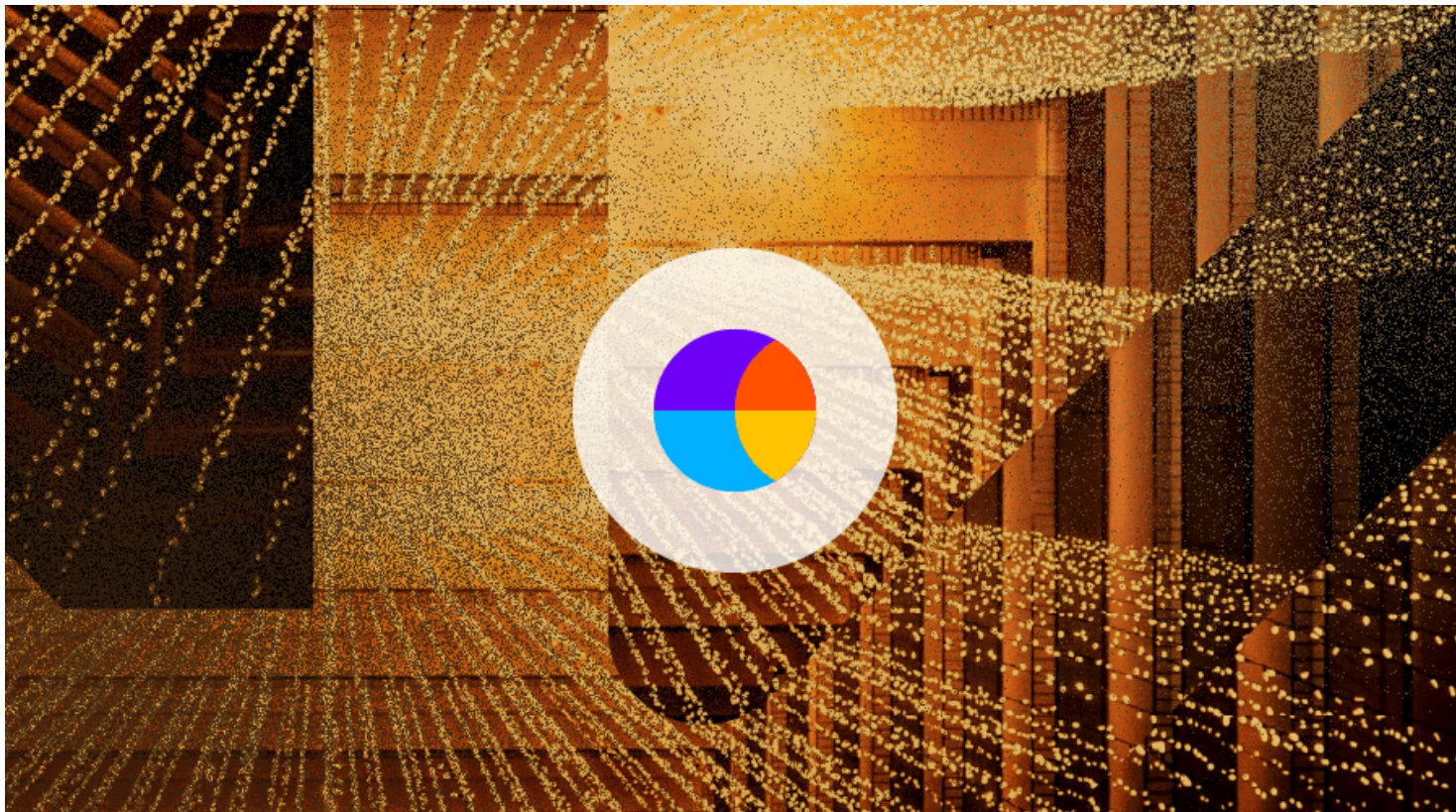


- [RMAI Services](#)
- [TeenAge Privacy Program](#)
- [Vendor Privacy Program](#)
- [Volkswagen Car-Net & Audi Connect](#)

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 #236-2025: Saladmaster, Inc.](#)

Case #236-2025: Monitoring Inquiry – Saladmaster, Inc.

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #236-2025: Monitoring Inquiry – Saladmaster, Inc.

Company Description

Saladmaster, Inc. (“Saladmaster” or the “Company”) is a direct selling company founded in 1946 and based in Dallas, Texas. The Company offers a range of stainless-steel cookware, including pots, skillets, and roasters.

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 and marketing claims

disseminated by direct selling companies and their salesforce members.

This inquiry concerned earnings claims disseminated by Company salesforce members on Facebook and LinkedIn. DSSRC was concerned that the earnings claims that were the subject of this inquiry communicated the message that the typical Saladmaster salesforce member can earn significant income through the Company's business opportunity. The representative claims that formed the basis for DSSRC's inquiry are set forth below:

Free Trips and Incentive Claims

1. "I won a FREE all inclusive paid vacation to Cabo! Yes, a free trip to Cabo Just for doing what I love All expenses paid! Help me win a trip to Vail, CO in November"
 - a. Description attached to video: "To do what you love and get rewarded w free vacations...I mean; c'mon 🙌. My life really is a fairytale sometimes!... Let's win that Vail trip in Nov!!"
2. I was cleaning my closet and found my old business cards when I was working for Saladmaster 5 years ago 🥰 It sure was a lot fun just because I won a lot of free trips 🥰 ...#freetrips" (June 2025)
3. "This is REAL..... I joined a lot of networking business in the past... but only SALADMASTER gave me the opportunity to earn a free all expense paid trip to GEORGIA... in just 2 months of embracing the business... and yet SM is not a networking business..." (September 2021)
4. "Saladmaster, this trip its the most wonderful birthday gift to us, specially to my hubby 50th birthday, its our side hustle but it really give us a leverage to have this free trips. When we bless others by giving education on a healthy way of preparing our food and wealthy way of allocating our hard earn income, then we are being blessed with this amazing FREE trips. May the good Lord grant more blessings to those who are giving us free trips (GladysnJhon) keep us energize to do more 🥰" (February 2022)

Earnings Claims

5. "✓ Earn Extra Income: You can build a business that fits your goals—whether it's a side hustle or a full-fledged career." (July 2025)
6. "#financialfreedom" (January 2022)
7. "- **Life-Changing Results:** Financial freedom, personal growth, and a supportive community." (August 2024)
8. "✓ Earn Extra Income: You can build a business that fits your goals—whether it's a side hustle or a full-fledged career." (July 2025)
9. "Join Saladmaster today and embark on an exciting journey, where you'll change lives, create healthier communities, and achieve the financial freedom you've always dreamed of." (December 2023)

Product Claim

1. [1:00] "Now after using Saladmaster for over 8 to 9 months, my medication reduced, my pain reduced, my health start to improve"
 - a. Video Description: "changing People's lives health free from disease, time and financial Freedom. Here is her story. A single mum with 5 kids..wow ..nothing is possible here in Saladmaster" (May 2023)

Company's Position

After receiving the DSSRC Notice of Inquiry, the Company took immediate action to address DSSRC's concerns, emphasizing its commitment to ensuring that its salesforce operates in a compliant environment while communicating truthful and accurate earnings claims.

The Company did not attempt to substantiate the earnings claims in the social media posts that were identified in the inquiry. Rather, the Company indicated to DSSRC that it would take the necessary action to remove the non-compliant posts.

Shortly after, Saladmaster notified DSSRC that it had taken steps to remove or modify Facebook and LinkedIn claims and that three posts remain uploaded/unmodified. Saladmaster notified DSSRC that the posts that remained accessible to the public were made by individuals who are no longer active salesforce members of Saladmaster. In addition to reaching out to the individuals responsible for the remaining posts, Saladmaster placed a conspicuous comment on the posts noting that the claim violates both Saladmaster and FTC policies.

Analysis

Saladmaster did not attempt to support the 10 claims with substantive data but, instead, elected to use its best efforts to remove the posts in their entirety or request significant modification of the posts. DSSRC determined that the Company's actions were necessary and appropriate.

According to the FTC's Business Guidance Concerning Multi-Level Marketing (the "FTC Business Guidance"), an MLM's or its participant's representations related to the business opportunity, including earnings claims, violate Section 5 of the FTC Act if they are material to consumers and false, misleading, or unsubstantiated, and any earnings claim should reflect the amount of income that the typical person to whom the representation is directed is likely to earn from the business opportunity. DSSRC's Guidance on Earnings Claims for the Direct Selling Industry further emphasizes that certain terms pose a heightened risk of misleading consumers when used without proper context. One example of such language includes, but is not limited to, "financial freedom."

Saladmaster was successful in facilitating the removal of four out of 10 social media posts and working with its salesforce members to modify three other posts. In addition, during the pendency of the inquiry, Saladmaster confirmed that it had reached out to the individuals responsible for disseminating the three remaining claims and asked them to address the unauthorized earnings claims.

DSSRC recognized that three of the posts identified in this inquiry were disseminated by individuals no longer affiliated with the Company and noted that when a direct selling company learns about a post from a former salesforce member that includes an unauthorized earnings or product performance claim and remains accessible to the public, it is the company's obligation to demonstrate that it exercised due diligence in making a good-faith effort to facilitate the removal of such a post, regardless of when or where those posts originated. By taking proactive steps to remove or address non-compliant content, companies help uphold industry standards, protect consumers from potentially misleading information, and reinforce their commitment to responsible marketing practices.

In such matters, DSSRC has recommended that companies document their attempts to contact the individuals responsible for the posts, and when unsuccessful, notify the hosting social media platforms that the posts: (a) contain earnings or product claims not authorized by the company; (b) remain accessible to the public despite outreach efforts; and (c) should be removed. DSSRC also notes that some companies have posted public comments clarifying that the content was not authorized and that removal has been requested.

With respect to the three posts that were communicated by inactive salesforce members, Saladmaster confirmed in writing to DSSRC that they: a) attempted to contact the individuals responsible for the posts, but were unsuccessful; b) reported the posts directly to Facebook, and; c) included comments to the posts notifying the public that the claims violate Company policy and were unauthorized.

Of the three modified claims reviewed, DSSRC determined that one was satisfactorily addressed through the removal of the phrase "financial freedom." However, DSSRC remained concerned about the two other revised posts. While those posts had been edited to eliminate references to "a full-fledged career," DSSRC determined that the modified language could still reasonably suggest that typical participants are able to earn career-level income.

Specifically, the modified phrasing—"Ready to cook up a new career?"—did not fully resolve the concern that participation in the Saladmaster business opportunity could be perceived as a new career path or a means of earning substantial or replacement income. As noted in the FTC Business Guidance, "Truthful testimonials from MLM participants who earn large amounts of money or career-level income likely will be interpreted as representing that their experience is representative of what others should expect to receive. Given the reality of MLM participant experiences, such a testimonial is atypical and not representative of what most MLM participants will achieve." Accordingly, DSSRC recommended that the two modified posts be further revised to remove any references implying that the Saladmaster business opportunity offers "a new career" or comparable income potential to more accurately reflect the opportunity as a part-time or supplemental income activity consistent with typical participant outcomes.

Conclusion

DSSRC confirmed that Saladmaster successfully removed four of the 10 social media posts identified in the inquiry. Of the remaining six posts, Saladmaster facilitated revisions to three; however, DSSRC recommended that two of those posts undergo additional edits to eliminate any language suggesting that the Saladmaster business opportunity provides "a new career" or comparable full-time income, in order to more accurately represent it as a part-time or supplemental income opportunity. Regarding the three posts that remain publicly accessible in their original context—each shared by inactive Saladmaster salesforce members—DSSRC found that the Company made a bona fide, good-faith effort to resolve the issue. These efforts included attempting to contact the individuals responsible for the posts to request removal of the problematic content, notifying Facebook of the unauthorized claims, and adding comments on the posts to inform the public that the claims were not authorized by the Company.

Company Statement

"Saladmaster remains firmly committed to maintaining an ethical salesforce built on integrity and trust in every interaction. The Company appreciates the opportunity to respond to the DSSRC's inquiry, supports its ongoing work in promoting self-regulation within the industry, and will fully comply with the DSSRC's recommendations. Saladmaster continues to strengthen its compliance efforts through training, monitoring, and accountability measures, ensuring that its business opportunity and products are truthfully represented in accordance with the Company's core values of integrity and transparency."

(Case #236, closed on 10/20/25)
© 2025. BBB National Programs

[1] See <https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing>, section 13.
[2] See [dssrc_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#), section 6(A).
[3] DSSRC notes that one of the social media posts disseminated by inactive salesforce members included the one product performance claim identified in the Basis of Inquiry.
[4] Supra at 1.

November 20, 2025

Subscribe to Stay Up-to-Date



Email*
<input type="text" value="Enter your email address"/>
First name*
<input type="text" value="Enter your first name"/>
Last name*
<input type="text" value="Enter your last name"/>
Job title*
<input type="text"/>