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Case #127-2023: Administrative Closure – Traci Lynn Jewelry

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #127-2023: Administrative Closure – Traci Lynn Jewelry

Company Description

Traci Lynn Jewelry (or the “Company”) was a direct selling company based in Florida. The Company was established in 1989 and sold affordable fashion jewelry.

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 process, which monitors advertising

and marketing claims disseminated by direct selling companies and their salesforce members.

This inquiry concerned nine earnings claims disseminated on social media by Company salesforce members. DSSRC was concerned that the posts communicated non-representative claims regarding the amount of income that the typical company salesforce member could earn from the Company's business opportunity.

- “Financial Freedom 🤑💰💵 is just the beginning”
 - Image with copy stating “Financial freedom...And use the extra income for: Vacation; Mortgage Payment; Car Payment; Get out of Debt; Pay Tuition; Shopping!!”
 - Image with copy stating “Control Your Income: Whether you are looking for extra cash or a full-time income there is no limits to earning. You are in control of your paycheck!”
- “Residual Income...YOUR EFFORT IS DIRECTLY RELATED TO YOUR INCOME - Unlike many other jobs, in your TLB the more you work, the more your grow.”
- “TLFJ offers part time and full time options to those who are seeking extra income and or financial freedom. While distributing exquisite fashion jewelry, enjoy such perks as earning unlimited income, flexible hours, leadership incentives, and of course, becoming your own boss!”
- “financial independence...The opportunities are limitless and rewarding”
- “The opportunities are rewarding and limitless”
- “As I examine the benefits of joining this wonderful business, 12 years ago. I’m reminded that:
 - I joined to be able to have extra money to buy lunch a few times a week
 - I joined with the full intention of buying a designer purse
 - My “why” was quickly changed to moving to a new house
 - We were able to renovate our kitchen when we moved to our new home
 - I was able to pay off my student loans
 - I was able to pay off credit card debt”
- “Financial freedom”
- “Recession Proof; Financial Freedom”
- “Traci Lynn Fashion Jewelry offers: Financial freedom to write your own paycheck...immediate profits...unlimited earning potential...Join Us Full time. Part time or Seasonal”
- “Are you looking for part time or full time income?”
- “*financial freedom to ‘write your own paychecks’”
- “earn income and enjoy financial freedom”

Administrative Closing Summary

Shortly after the inquiry was commenced, it came to DSSRC’s attention that Traci Lynn Jewelry was sold several years ago and no longer operates as a direct selling company. The dissolution of Traci Lynn Jewelry was confirmed by DSSRC during a telephone conversation with the Company’s founder, Dr. Traci Lynn Burton. Dr. Burton informed DSSRC that all of the posts at issue were disseminated before the Company was sold and that the salesforce members who were responsible for the posts have no current affiliation to Dr. Burton or her subsequent business ventures. Notwithstanding, Dr. Burton informed DSSRC that she would make a good faith effort to reach out to the individuals who communicated the earnings representations and request that the posts be taken down.¹

As noted in Section III of the DSSRC Policy and Procedures, DSSRC reviews earnings claims and product claims made by any direct selling company (i.e., companies who sell their products and services directly to consumers through an independent salesforce) and/or its salesforce members and evaluates the truthfulness, accuracy, and substantiation of such earnings and product claims. Accordingly, as Traci Lynn Jewelry no longer provides a business opportunity through a direct selling, network marketing business model, DSSRC concluded that it does not have the appropriate jurisdiction of the matter and, as such, administratively closed the inquiry.

Notwithstanding this determination, DSSRC appreciated the commitment of Dr. Burton to attempt to contact the individuals responsible for the posts and use her best efforts to have the remaining social posts removed and encouraged Dr. Burton to continue her efforts to facilitate removal of the posts.

(Case No. 127 closed on 09/07/23)
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[1] The Company founder informed DSSRC that one of the identified posts was from an individual named Traci Lynn who was never a salesforce members with Traci Lynn Jewelry and was never affiliated with the Company.

9.11.23

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