

- [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. [Administratively Resolved](#)
6. [Case #215-2025: Unicity International](#)

Case #215-2025: Administrative Closure - Unicity International

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #215-2025: Administrative Closure - Unicity International

Company Description

Unicity International (or "Company") is a multi-level, direct selling company headquartered in Orem, Utah and founded in 1986 that sells nutritional supplements and self-care products.

Basis of Inquiry

The Direct Selling Self-Regulatory Council ("DSSRC") is a national advertising self-regulation program administered by BBB National Programs. This matter was commenced by DSSRC pursuant to its ongoing independent monitoring of advertising and marketing claims in

the direct selling industry.

This inquiry concerned 10 earnings claims and eight product performance claims. DSSRC was concerned that the representative earnings and product claims below communicated the messages that the typical Unicity salesforce member generally earns significant income and that the Company's products are efficacious in addressing serious health-related conditions. The online advertising was disseminated on Facebook, TikTok, Instagram, Linktree, and on salesforce member blogs.

The claims identified by DSSRC in this inquiry were as follows:

Earnings Claims:

1. "I didn't have a parent give me millions of dollars to invest in assets, I built it from scratch and now I'm teaching others how to do it."
2. "Help YOU make money 💰 from YOUR cell phone Make 📱 10k a Month 📱 under 90 Days!"¹
3. "Earn \$5000 - \$20,000+ monthly in passive income"
4. "From Personal Tragedy to Financial Freedom: My Unicity Journey": When I started this system, I had cholesterol problems... I had a perfect cholesterol in 10 weeks. Over the next three months after that, I shed about 40 pounds. This is an avenue through which I can actually reproduce my income as a neurosurgeon, in fact, surpass that and still be able to live the life that I want to live."
5. "debt free, financial freedom - 10, 30, 50, 100 thousand dollars a month consistently just by helping people live a better life"
6. "We had over 300+ 6, 7, and 8 figure business owners on our team fly out to Vegas headquarters to learn how to level up their businesses. Digital franchising provides happiness, growth, financial freedom, and more!" and "A fulltime nurse working 12 hours a day, ow making 6 figures with Unicity"² (April 2024)
7. "I've been able to help 100s of people reverse health problems , lose weight and get off meds. Including my mother Reda Miller my girlfriend Michelle Hoberg Amore my sister Jeanie Spears and my good friend Michael Joseph Jones . With this company I've been to Vegas (going again in a few days), Utah and in April they are sending us to Hawaii. That's right *Hawaii* !!! On them!! Now who wouldn't love that? Make a side income doing it or even replace your current income. Have financial freedom and health. Let me know and we can have a conversation. Maybe we can get you on a free trip to Hawaii!!" (January 2024)
8. "financial freedom" (May 2024)

Product Claims:

1. "38 Ibs 📱 Gut Health & Insulin Resistance - Fixed ✅ PCOS - Reversed 🧑" "
2. "Reversed her PCOS symptoms ✅
Reversed food intolerances ✅
Reversed her Insulin Resistance ✅
Lost 34 pounds ✅
No more anxiety ✅
We have the ONLY solution in the world for insulin resistance
We are solving the #1 cause of disease and death globally" (March 2024)
3. "30 days of using the system...my A1C dropped 4 whole points in a month...I lost 60 lbs in a month. 90 days come and go, I am down 81 lbs...in 3 months, this system took me to almost out of the range of diabetes"; Before and after image of weight loss with copy stating "Lost 160 pounds, A1C from 13.3% to 6.1%" (January 2025)
4. "Here's the 2 Natural Products I used to lose over 30 lbs of fat & get off meds."
5. "I lost the 10 pounds, no more of the menopausal sweats, brain fog is gone" and "I was 330 pounds...Here I am down almost 60 pounds and even more now...I was sitting at a 10.2 A1C...I've taken myself from 10.2 to on an average day between 5 and 6 which has put my diabetes into remission...off medicated" (December 2024)
6. "My cholesterol, my high blood pressure I overturned, lost over 60 pounds, I grew back all my hair struggling with alopecia, not only that but the product itself will overturn diabetes, help people get over metformin and insulin"
7. "IF YOU HAVE HIGH BLOOD PRESSURE ID YOU ARE DIABETIC HAVE HIIG CHOLESTEROL MAYBE HAVING ISSUES LOSING WEIGHT PLZ CONNECT WITH ME AND LET ME HELP YOU...THE FEELGREAT SYSTEM WILL CHANGE YOURLIFE I PROMISE YOU WONT REGRET IT" (April 2024)
8. "What is the feel great system? This system changed my life. After years of being on birth control, the doctor telling me to have a low carb diet to lose weight and that not working, I discovered the feel great system. I have had a regular cycle for 3 years now, no birth control, lost over 20lbs and eating all the carbs I want. #Unicity" (January 2023)

Company Position

After its receipt of the DSSRC inquiry, Unicity immediately reached out to the individuals responsible for the social media posts, requesting that the content be taken down or significantly modified. As a result, all eight online posts at issue in the inquiry which included

product performance claims and nine of ten posts with earnings claims at issue were successfully removed.

With respect to the remaining earnings claim at issue (i.e., “How to make 10K a month in only 90 days”), the Company noted that the salesforce member responsible for the claim is an entrepreneur with multiple income streams. Unicity explained that the webpage identified by DSSRC was intended only for a salesforce member’s personal page (i.e., not affiliated with Unicity). The webpage includes several hyperlinks—one of which is titled ‘HOW TO MAKE 10K A MONTH IN ONLY 90 DAYS.’” The Company informed DSSRC that when clicking on this link it goes to a separate page for unique business coaching entrepreneurs that makes no mention of Unicity at all. Notwithstanding, Unicity reached out to the salesforce member and requested that the link be removed or re-worded.

Administrative Closing Summary

DSSRC appreciated the actions taken by Unicity to effectuate the discontinuance of all of the product claims brought to its attention by DSSRC and all but one of the online posts that included the earnings claims that were the subject of the inquiry. DSSRC agreed that the Company’s efforts to reconcile these claims were necessary and appropriate.

Advertisers are responsible for substantiating all reasonable interpretations of their product claims.³ With respect to the remaining claim at issue (“How To Make 10K A Month In Only 90 Days”), DSSRC recognizes that many salesforce members involved in direct sales consider themselves entrepreneurs with multiple income streams and that it is often a challenge for these individuals to distinguish representations made in a personal context versus those made as a salesforce member for one of the direct selling products that they market. However, it is imperative that individuals making representations in a personal context (i.e., on a personal webpage) clearly disseminate such statements in a way that does not imply that such representations can be attributable to the direct selling company.

DSSRC acknowledges that when the “How To Make 10K A Month In Only 90 Days” link is activated, the landing page does not reference Unicity but instead pertains to the salesforce member’s “Empowering Entrepreneurs Academy” course on becoming a successful online marketer. Nevertheless, three of the accompanying eight links on the salesforce member’s Linktree webpage direct users to a purchase page for Unicity products (e.g., How You Can Lose Weight Healthy” and “Try Feel Great”), and a fourth link takes users to a YouTube video regarding Unicity’s “Feel Great System.”⁴ In addition, the only products featured by the salesforce member on his personal Linktree webpage are Unicity products. Accordingly, DSSRC remains concerned that consumers and potential recruits could reasonably take away the message that the “*Make 10k a Month in under 90 days!*” claim on the Linktree webpage similarly pertains to the Unicity business opportunity.

As such, DSSRC recommends that the Company direct the salesforce member to either remove the link on his personal Linktree webpage that is titled “How to make 10K a month in only 90 days” or create two different pages – i.e., one for Unicity products and one for the “Empowering Entrepreneurs Academy” training course.⁵

Based upon the Unicity’s, voluntary good faith actions to remove 17 of the 18 claims brought to its attention by DSSRC in this inquiry and its ongoing attention to reconcile the remaining online claim, DSSRC administratively closed its inquiry.

Conclusion

DSSRC determined that Unicity made a bona fide, good-faith effort to address its concerns by voluntarily removing 17 of the 18 claims brought to its attention in this inquiry. With respect to the remaining online claim on the salesforce member’s Linktree webpage, DSSRC recommended that the Company direct the salesforce member to either remove the link on his personal Linktree webpage or create a sperate webpage with respect to his affiliation to Unicity and the Company’s products.

Company Statement

“Unicity values the excellent reputation we have developed over several decades of helping consumers Make Life Better through the use of our health-related products, which we remain fully committed to promoting in a way that is compliant with applicable rules.”

(Case #215, Closed on 5/08/2025)

© 2025 BBB National Programs

[1] DSSRC identified this quantified earnings claim in both a TikTok video and an online post on Linktree.

[2] DSSRC identified this earnings claim in a Facebook Reels post and an Instagram post in April 2024.

[3] See FTC Policy Statement Regarding Advertising Substantiation at <https://www.ftc.gov/legal-library/browse/ftc-policy-statement-regarding-advertising-substantiation> and ACH Food Companies, Inc. (Mazola Pure Cooking Spray), NAD Case Report #4539, (August 2006) Swiss Research, Inc. (Sugar Sweetener) NAD Case Report #4442 (January 2006); Colgate-Palmolive Company (Murphy Soft Wipes), NAD Case Report #4431 (December 2005).

[4] The other three links on the salesforce member’s personal Linktree webpage lead users to two generic contact forms and an invitation to join a “Feel Great Support Group.” The Unicity Feel Great System is a health and wellness program designed to support energy, appetite control, digestion, and metabolic health. It centers on two core products, Ultimate and Balance.

[5] While it is outside of DSSRC’s jurisdictional purview to evaluate the appropriateness of the “How to make 10K a month in only 90 days” claim in the context of a non-direct selling business opportunity, DSSRC notes that it has serious reservations that such an earnings claim can be adequately supported and is representative of the typical results that would be expected by a purchaser of this educational course.

May 19, 2025

Subscribe to Stay Up-to-Date



Email*

First name*

Last name*