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# Case #192-2025: Government Referral – Velovita, Inc. d/b/a Jeunesse Global Holdings, LLC

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #192-2025: Government Referral – Velovita, Inc. d/b/a Jeunesse Global Holdings, LLC

## Company Description

Velovita, Inc., LLC d/b/a Jeunesse Global Holdings, LLC (“Jeunesse” or the “Company”) is a direct selling company based in Florida. The Company was founded in 2009 and markets health, wellness, and beauty products that focus on anti-aging and improving overall well-being.

## 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 and product performance claims disseminated by the Company and its salesforce members.

The representative claims that formed the basis of this inquiry are set forth below.

#### *Earnings Claims*

1. “Achieving Financial Freedom: Building a Profitable Jeunesse Global Business Online” and “Build Your Path to Financial Freedom with Jeunesse Global’s Online Business” (June 2023)
2. “Are you financial freedom? well come to our Jeunesse global.” (April 2022)
3. “Want to be your own boss? Become a Jeunesse Global Distributor. Find your way to financial freedom with the company that is revolutionizing the anti-aging and skincare industry!” (September 2022)
4. “This is the road to financial freedom.”
5. “You can participate in the Jeunesse® Financial Rewards Plan at whichever level you wish. You decide whether you want to create a part-time income through retail sales or build a full-time business with dedicated teams all over the world.”
6. “Your journey to success & financial freedom starts now” (February 2024)

#### *Product Claim*

1. “Benefits of the products:
  - Creates natural immunity in human body
  - Eliminates human nutritional problems
  - Protects the cells of the body from periodical damage and reduces the impression of age
  - Resveratrol, Polyphenols, and Anthosyanins reduce the body fat (LDL and TG) in the human body.
  - Increases ATP production inside the cell resulting in increased muscle power and physical strength
  - It plays an important role in protecting the heart, lungs and kidneys
  - Acidity relieves problems and joint pain
  - Helps in Proper metabolism and Healthy Digestion
  - Improves Brain Function
  - Increases insulin production by activating beta cells in the pancreas so that blood sugar is controlled.
  - From morning to noon and from noon to night to see what the human body needs our AM PM
  - Keeps stem cells fresh and protects DNA in the body
  - Increases blood circulation and keeps the heart healthy
  - Dry stomach ulcers and eliminates the problem of acidity forever
  - Holds youth
  - Significantly increases the beauty and smoothness of the skin
  - Increases skin hydration and eliminates collagen deficiency
  - Increases the beauty of hair and nose
  - Works against cold and flu
  - Removes anxiety and mental instability
  - Eliminates post-stroke complication”

(June 2023)

#### **Company’s Non-Participation in the DSSRC Process**

On October 11, 2024, DSSRC sent a Notice of Inquiry by email and USPS 2-day mail to Jeunesse at an address in Almonte Springs, Florida.<sup>1</sup> After the Company failed to respond within 15 business days, DSSRC continued to try to contact the Company and sent a second Notice of Inquiry to Jeunesse at an address found for its parent company, Velovita, Inc., LLC, in Davie, Florida on November 12, 2024.<sup>2</sup> The Company again did not respond to the DSSRC inquiry.

Each of the two Notices of Inquiry referenced above were also sent to the Company by email using the emails provided on the Company website.<sup>3</sup> Both emails sent by DSSRC were successfully processed by BBB National Programs’ server without being returned.

Pursuant to the DSSRC Policies & Procedures, if a direct selling company does not respond to a Notice of Inquiry within 15 business days, DSSRC will send the Company follow-up correspondence providing an additional 10 business days to respond (the “10-Day

Notice”)<sup>4</sup> noting that if the Company fails to respond to the 10-Day Notice, the matter will be referred to the appropriate government agency.

Accordingly, after the Company did not respond to the second Notice of Inquiry, DSSRC sent a copy of a 10-Day Notice to Jeunesse at Velovita’s corporate address in Miami, Florida as listed on the Company’s Better Business Profile page.<sup>5</sup> The Company did not respond to DSSRC’s 10-Day Notice.

In addition to mailing hard copies and emailing the documents as detailed above, DSSRC also attempted to call the Company several times but was unsuccessful. For example, the telephone number on the Company’s Better Business Profile page was a non-working number. In addition, there are no telephone numbers listed on either the Jeunesse or Velovita official websites.

Notwithstanding all of the opportunities to respond to DSSRC’s inquiry, the Company did not contact DSSRC and respond to the self-regulatory inquiry.

## **Referral to the Government**

DSSRC determined that the subject claims being disseminated by Jeunesse salesforce members on social media expressly and inaccurately claimed that Company salesforce members can achieve financial freedom through participation in the Jeunesse business opportunity and that the Company’s products can effectively treat a plethora of serious health conditions.

As stated in section 13 of the Federal Trade Commission’s (FTC) 2024 Business Guidance concerning Multi-Level Marketers, 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. This is true wherever the representations are made, including on social media, in live presentations, in one-on-one conversations, or in any other medium.<sup>6</sup>

Moreover, section 6(A) of the DSSRC Earnings Claim Guidance for the direct selling industry, while DSSRC will evaluate any claim based upon the context in which the claim appears and the potential net impression of such claim to the audience, some words or phrases carry a particularly high risk of being misleading to consumers when communicated in a general context. Such words and phrases include but are not limited to “financial freedom...”<sup>7</sup>

With respect to the product performance claims at issue, the FTC’s Health Products Compliance Guidance states that when applied to claims about the efficacy or safety of health-related products, the FTC applies a substantiation standard of “competent and reliable scientific evidence.”<sup>8</sup> The FTC has more specifically defined that standard as “tests, analyses, research, or studies that (1) have been conducted and evaluated in an objective manner by experts in the relevant disease, condition, or function to which the representation relates; and (2) are generally accepted in the profession to yield accurate and reliable results.” In addition, the FTC requires that the research must be “sufficient in quality and quantity based on standards generally accepted in the relevant scientific fields, when considered in light of the entire body of relevant and reliable scientific evidence, to substantiate that the representation is true.”<sup>9</sup>

Accordingly, DSSRC determined that it is incumbent on Jeunesse to demonstrate that it possesses competent and reliable scientific evidence to support claims regarding the effectiveness of its products to treat serious health-related conditions.

Regrettably, the Company failed to respond to DSSRC’s efforts to engage the Company in the direct selling industry’s self-regulatory forum.

In accordance with section (V)(C)(4) of the DSSRC Policies and Procedures, in the event the company whose marketing is the subject of a DSSRC inquiry fails to participate in the self-regulatory process, DSSRC may refer the matter to an appropriate government agency for review and possible law enforcement action.

Accordingly, based upon the Company’s failure to respond to the self-regulatory inquiry and address DSSRC’s concerns, this matter has been referred to the appropriate state and federal governmental agencies.

(DSSRC Case No. 192-2025. Closed on 1/24/25)

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[1] As per Dun & Bradstreet Business Directory – see [https://www.dnb.com/business-directory/company-profiles/jeunesse\\_global\\_holdings\\_llc.dcc41facada9815095a1a372dd43a707.html](https://www.dnb.com/business-directory/company-profiles/jeunesse_global_holdings_llc.dcc41facada9815095a1a372dd43a707.html)

[2] DSSRC found this address for Velovita from a Terms of Use document that it provides to customers regarding use of its website for product purchases and refunds.

[3] [Compliance@jeunessehq.com](mailto:Compliance@jeunessehq.com) and [support@velovita.com](mailto:support@velovita.com).

[4] See Section (V)(C)(3) of the DSSRC Policies & Procedures.

[5] See <https://www.bbb.org/us/fl/miami/profile/vitamins-and-supplements/velovita-inc-0633-90604574>

[6] See <https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>.

[7] See [dssrc\\_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

[8] See [https://www.ftc.gov/system/files/ftc\\_gov/pdf/Health-Products-Compliance-Guidance.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/Health-Products-Compliance-Guidance.pdf).

[9] See, e.g., *Roca Labs Final Order* at 12-13; *FTC v. Sunrise Nutraceuticals*, No. 9:15-cv-81567-DMM (S.D. Fla. 2016) (final stipulated judgment involving supplement purported to eliminate symptoms of opiate withdrawal); *Lumos Labs, Inc.*, No. 3:16-cv-00001-sk (N.D. Cal. 2016) (final stipulated judgment involving online brain training games purported to provide cognitive benefits); *FTC v. Keyview Labs, Inc.*, No. 8:15-cv-1047 (C.D. Cal. 2015) (final stipulated judgment involving supplement purported to improve memory).

2.10.25

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