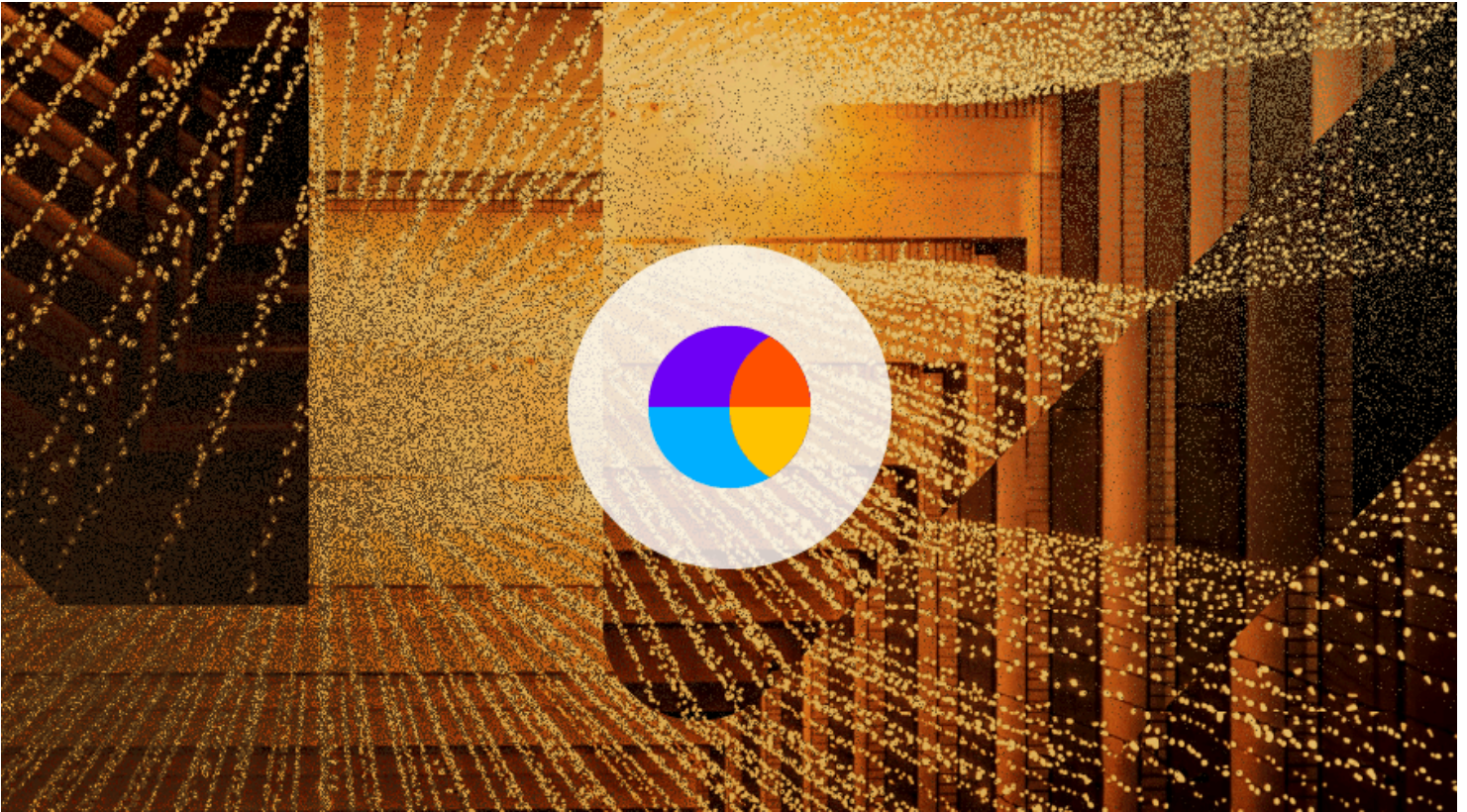


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Direct Selling Self-Regulatory Council

Case #253-2026: Monitoring Inquiry – Vorwerk, LLC d/b/a Thermomix USA

Company Description

Thermomix USA (“Thermomix” or the “Company”) is a direct selling company founded in 2016 and headquartered in Dallas, Texas. The Company manufactures and markets the Thermomix line of multifunction kitchen appliances that allow users to perform a variety of cooking functions—including blending, chopping, steaming, mixing, and heating—in a single device.

Thermomix USA operates as the U.S. subsidiary of Vorwerk, LLC a Germany-based company that has manufactured Thermomix kitchen appliances for several decades.

Basis Of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) operates as a national advertising self-regulation program administered by BBB National Programs. This inquiry arose from DSSRC’s ongoing independent monitoring program, which evaluates advertising and promotional claims made by direct selling companies and their salesforce members.

This inquiry concerned 12 earnings claims disseminated by Company salesforce members on Facebook and Instagram. DSSRC was concerned that the earning claims that were the subject of this inquiry communicated the message that the typical Thermomix salesforce member can earn significant income and rewards through the Company’s business opportunity.

The representative claims that formed the basis for DSSRC’s inquiry are set forth below:

Earnings Claims

1. “Fun, Friendship and financial freedom is waiting” (August 2025)
2. “... we’re giving people a chance to build something of their own, gain financial freedom, and be part of an incredible community.” (February 2025)
3. “Yes to more financial freedom, yes to contributing to our families income... earned countless incentives and money for my family”(March 2022)
4. “Thermomix® has taken me on two, all expenses paid, overseas trips in the past year. Can’t say I’d ever had that opportunity in 20 years of teaching.” (April 2023)
5. “Thermomix income paid for my house deposit.”
6. “Are you ready to embark on an exciting culinary journey that could also be your ticket to financial freedom?... Financial Rewards: Learn about the potential for substantial income, exciting incentives, and amazing rewards when you join our Thermomix family.” (October 2023)
7. “Since I’ve joined Thermomix, I have earned two Thermomixes, loads of incentives including an ovana pizza oven and a \$10,000 bonus.”(August 2025)
8. “I originally joined because I wanted to earn my machine for free — and I’m so proud to say I’ve now earned not one, but TWO Thermomixes (my TM6 and TM7)! 🍕🍷 On top of that, I’ve earned over \$2,000 in commission, a brand-new couch for my family 🛋️, and so many amazing free gifts like extra bowls, accessories, and more.”(August 2025)
9. “I signed up with the goal of earning \$1000 per month to supplement our family income. I had that goal and achieved it, my next goal was to earn \$3000 per month and then \$5000 per month (as a Team Leader)...It’s something that drove me each day, to build a stronger team and help my teamies earn incomes to support or replace their conventional jobs (if they wanted that!). I wanted them to be able to earn money simply by cooking food with others and for their own families! So we had 78 of our 145 Consultants/ Team Leaders in regional SA making 1 or more sale, earning between \$255 and \$27,000 in June!!!! PLEASE NOTE: This higher amount IS unusual and does include our special never before seen BONUS that was up for grabs in June. In total over \$145,000 in commissions and team leader management payments (plus the incredible first time ever BONUS payments of \$297,000, that’s a massive \$440,000 paid to my Branch for June 2025).” (August 2025)
10. “January - \$987
February- \$1861
March- \$7516
April- \$3755
May- \$5595
June - \$10 066
July- \$4628
August- \$4495
September - \$5097
October- \$13400
November- \$8180
December- \$6025
Total - \$71 605
Also in May I became a team leader so have a team of about 16 consultants I manage so my income went up as did the workload but I’ll break it down below 🙌
Breakdown: Consultant earnings- \$ 51 870 (Thermomix sales, mixshop commission)
Team leader - \$19335 (commissions, training support, and a bonus for finishing team leader challenge) ... Every time I do this I’m amazed at the income as well as opportunities (thermofest) and other incentives earned (black sparkling and kobolds).
But this has made a very real impact in our families life. It has allowed me to finish my psych internship without the financial pressure, allowed us the funds to travel Aus for 3 months while also being able to earn money on the road.” (January 2024)
11. I’ve earned 3 TM6’s, 3 vacuums, 3 all expenses paid trips away, plus loads more AND earned commission the whole time as well- which put our swimming pool in at home just to give an idea. (January 2024)
12. Fun, Friendship and financial freedom is waiting 🍷🍷 (August 3, 2025)

Company's Position

Thermomix stated that it takes compliance with applicable advertising and marketing standards seriously and appreciated the opportunity to respond to DSSRC's inquiry regarding certain social media posts that could be interpreted as communicating that participation in the Company's business opportunity could result in substantial or significant income.

The Company explained that, after reviewing the twelve representative claims identified in DSSRC's inquiry letter, it determined that only two of the posts (i.e., claims #2 and #6) were made by individuals associated with Thermomix USA. Thermomix reported that both individuals were contacted regarding the posts. According to the Company, one individual removed the post in its entirety, while the second individual modified the post by deleting the phrase "financial freedom." The Company stated that both individuals were instructed not to use terms such as "financial freedom" or similar language in future posts.

With respect to the remaining 10 posts identified by DSSRC, Thermomix explained that the posts were not disseminated by Thermomix USA or by members of its salesforce. Instead, the Company indicated that the posts appeared to originate from Thermomix-related companies operating in Australia, New Zealand, the United Kingdom, and Indonesia. The Company stated that it was in the process of identifying the individuals responsible for the posts within those organizations and planned to formally request that those companies closely monitor and discourage the use of broad or unqualified statements such as "financial freedom," "quit your job," or "unlimited income."

Thermomix further represented that it was taking additional steps to strengthen its compliance program. The Company stated that it was developing a set of earnings claims frequently asked questions (FAQs) containing clear guidance and examples, which would be distributed to all Thermomix salesforce members as a compliance reminder. The Company also explained that it intended to use its weekly meetings to highlight key compliance topics and encourage salesforce members to report any non-compliant posts they may encounter.

Thermomix also indicated that it would incorporate more comprehensive compliance training sessions into its annual conferences. In addition, Thermomix stated that it planned to increase the frequency of its online monitoring and auditing activities to more quickly identify and address any non-compliant content that may appear online. Thermomix maintained that these initiatives were intended to further reinforce the Company's commitment to responsible advertising and compliance with applicable standards.

Analysis

DSSRC appreciated Thermomix's participation in the direct selling industry's self-regulatory forum. DSSRC determined that the posts at issue included statements that could reasonably be interpreted by consumers as conveying that participation in the Company's business opportunity may result in significant or substantial income (e.g., references to "financial freedom," "quit your job," or "unlimited income").

The Federal Trade Commission's (FTC) Business Guidance Concerning Multi-Level Marketing states that statements about income must accurately represent the earnings that participants can typically expect to achieve. The FTC has warned that claims emphasizing the possibility of substantial income may be misleading if they suggest outcomes that are not representative of the experience of most participants and are not accompanied by appropriate qualifying information.¹ FTC guidance also notes that claims depicting exceptional earnings or lifestyle outcomes must be supported by reliable evidence showing that such results are representative for participants generally. If a company cannot substantiate that these outcomes are typical, and the claims are not accompanied by clear disclosures about what participants usually earn, such representations may give consumers a misleading impression of the business opportunity.²

DSSRC has also consistently stated that earnings claims made by direct selling companies or their salesforce members must be truthful, non-misleading, and supported by competent and reliable evidence. Claims that imply participants can achieve financial independence or replace a full-time income may convey a message that such outcomes are typical, which may be misleading if the company cannot substantiate that the represented earnings results are generally achievable.³

With respect to the two posts disseminated by individuals associated with Thermomix USA, DSSRC determined that the Company took appropriate action after being notified of the claims. Specifically, DSSRC acknowledged that Thermomix contacted the individuals responsible for the posts, resulting in the removal of one post and the modification of another to delete the phrase "financial freedom." DSSRC further appreciated the Company's representation that both individuals were instructed not to use such terminology in future communications regarding the business opportunity. DSSRC concluded that these actions were necessary and appropriate to address the concerns raised in the inquiry.

Regarding the remaining posts identified in the inquiry, DSSRC noted the Company's explanation that the claims originated from Thermomix-related entities located in Australia, New Zealand, the United Kingdom, and Indonesia and were not disseminated by Thermomix USA or its salesforce members. DSSRC recognized that direct selling companies may not always have direct control over content posted by individuals affiliated with international entities. Nevertheless, DSSRC has consistently recommended that direct selling

companies make a bona fide, good-faith effort to request removal or modification of unsupported earnings claims that appear online in the U.S. and reference the company's business opportunity, regardless of whether the posts originate domestically or internationally.

DSSRC appreciated Thermomix's representation that it was in the process of formally requesting that the Thermomix-related companies closely monitor and discourage the use of broad or unqualified statements such as "financial freedom," "quit your job," or "unlimited income." Notwithstanding, in past DSSRC inquiries involving posts disseminated by salesforce members affiliated with companies located outside of the U.S., DSSRC has requested, as a demonstration of a company's good-faith efforts, that the company provide documentation reflecting its outreach to the affiliated companies and/or the individuals responsible for disseminating the posts. DSSRC requested such correspondence from Thermomix in this inquiry but, to date, has not yet received written confirmation of such outreach. Accordingly, DSSRC recommends that Thermomix provide documentation of its communications with the relevant affiliated entities and/or individuals requesting the removal or modification of the posts at issue.

DSSRC also appreciated Thermomix's commitment to strengthening its compliance program. In particular, DSSRC supports the Company's initiatives to develop earnings claims FAQs containing clear examples and guidance, incorporate compliance-focused discussions into weekly meetings, encourage salesforce members to report potentially non-compliant posts, include comprehensive compliance training at its annual conferences, and increase the frequency of its online monitoring efforts. DSSRC believes that these initiatives are positive steps that can help reinforce the Company's compliance culture and reduce the likelihood that similar claims will appear in the future.

Based on the information provided by the Company and the actions taken to date, DSSRC determined that Thermomix demonstrated a good-faith effort to address several of the concerns raised in this inquiry. Notwithstanding these efforts, DSSRC recommends that the Company continue its efforts to facilitate the removal or modification of the remaining posts and provide documentation of its outreach to the relevant affiliated entities and/or individuals responsible for the claims. DSSRC further encourages Thermomix to maintain robust monitoring and compliance training efforts to help ensure that earnings claims disseminated in connection with the Thermomix business opportunity are truthful, non-misleading, and appropriately qualified.

Conclusion

DSSRC appreciated Thermomix' efforts to facilitate the removal of one social media post and modification of another that were disseminated by U.S. salesforce members to address the concern that claims could reasonably be interpreted as conveying the potential for significant earnings by typical Company salesforce members.

Notwithstanding, DSSRC recommended that Thermomix continue its efforts to facilitate the removal or modification of the remaining posts that originated outside of the U.S. and provide documentation of its outreach to affiliated entities and/or individuals responsible for the claims. DSSRC also encouraged the Company to continue strengthening its monitoring and compliance training to help ensure that earnings claims related to the Thermomix business opportunity remain truthful and non-misleading.

Company Statement

"Vorwerk LLC is an active supporter of industry self-regulation. The Company appreciates the opportunity to respond to DSSRC's inquiry and agrees to adhere to the recommendations in the report. We are gratified that DSSRC has recognized our good faith efforts to address its concerns and Vorwerk LLC will continue its compliance efforts to assure that our salesforce members truthfully and accurately convey our income opportunity and the benefits conferred from using our products."

(Case #253, closed on 3/16/26)
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[1] 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>

[2] *Id.*

[3] See Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A)(2022) and DSSRC Case #51-2023: LifeWave, Inc. (June 2023).

April 10, 2026

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