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# Case #232-2025: Monitoring Inquiry – Xyngular Corporation

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #232-2025: Monitoring Inquiry – Xyngular Corporation

## Company Description

Xyngular Corporation (“Xyngular” or the “Company”) is a direct selling company founded in 2009 and based in Lehi, Utah. The Company offers a range of health and wellness products, including supplements, meal replacement shakes, energy drinks, and weight loss programs.

## Basis Of Inquiry

The Direct Selling Self-Regulatory Council (DSSRC) operates as a nationwide advertising self-regulation initiative overseen by BBB National Programs. This review was initiated by DSSRC as part of its routine, independent monitoring efforts, which evaluate the advertising and marketing representations made by direct selling companies and their independent sales representatives.

This review focused on earnings representations made by members of the Company's salesforce on social media platforms, specifically Facebook and Instagram. DSSRC expressed concern that these claims conveyed the impression that the typical Xyngular salesforce member is likely to achieve substantial income through participation in the Company's business opportunity.

The representative examples of such claims that served as the basis for DSSRC's inquiry are listed below:

#### *Earnings Claims*

1. "financial freedom"<sup>1</sup>
2. "One of the biggest lessons I've learned? Small things add up to BIG results. And that's exactly why I love Xyngular—because it gives us the opportunity to earn a little or a lot, depending on what we're looking for. Maybe it's extra grocery money, a little breathing room in the budget, or even something bigger—a life-changing income stream. If you had a side gig, what would your financial goal be? Would it be an extra \$200 a month? \$500? Maybe even enough to replace a full-time income?" (January 2025)
3. "#financialfreedom" (January 2025)
4. "HUGE things are coming to the X world! If you're out looking for an extra income opportunity, free travel, the best community or even changing your family's financial future I would love to fill you in!!" (January 2025)
5. "Who else is swamped with debt?? 🤔 If you're buried in debt and it feels like you're stuck in a never-ending cycle, you're not alone. It's easy to feel overwhelmed, thinking you'll never break free. But what if the key to turning things around is a skill that can make you serious money?... Xyngular can be your GAME-CHANGER. By following our trainings and utilizing your teammates, you can make enough to wipe out your debt and build a stable financial future.... With the right approach and the right mindset, it's possible to achieve financial freedom faster than you might think. Imagine going from feeling trapped to thriving, debt-free, and in control of your financial destiny. ITS POSSIBLE — and it starts with taking the first step!!" (November 2024)
6. "I've looked like this so many times!! Like which bill can hold off till next Paycheck! There were & still times that I put all the bills out to go thru to see if we have enough for gas & groceries or any extras. But with Xyngular side gig income, I don't have to worry about the extras. Are you a stay home mama looking for extra income to get stuff for your kids for back to school or maybe a student going back to college & need some money for school or just someone needing help with bills, gas, & food on the table." (July 2023)
7. "Get paid every day!!" (contains photos of deposits into bank accounts) (February 2023)
8. "As if Xyngular couldn't give you enough opportunities to make EASY money! They just did it again! 😊 New EASY way this month to have an opportunity for more bonuses! Who wants the deets! Y'all could have an extra \$1000 in your pocket by next week! For working maybe 5 hours total!" (August 2024)
9. "From free trips to unforgettable memories, this is more than a business... it's a lifestyle." (August 2025)
10. "Xyngular is a 15-year-old, debt-free health and wellness company that offers incredible income opportunities while transforming lives through health and financial freedom..."

✅ Daily Pay & Residual Income – Earn money every day while building long-term financial stability.

✅ Stacking Bonuses & Global Sales Pools – Accelerate your earnings with incredible bonus opportunities.

✅ All-Expense-Paid Trips for Two – Travel the world while growing your business.

✅ Legacy Income – Build a business that can be passed down to your children and grandchildren. #FinancialFreedom" (February 2025)

11. "I quickly realized I still wanted purpose, impact, and financial freedom on my terms. That's when I found Xyngular, a 15-year-old, debt-free health and wellness company that has completely transformed my life.

✅ Daily Pay & Residual Income – Get paid DAILY while building long-term financial security.

✅ Bonuses & Global Sales Pools – Stacking bonuses and leadership earnings that keep growing.

✅ All-Expense-Paid Trips – Travel the world while building a business you love.

✅ Legacy Income – Create a lasting financial foundation that can be passed down to your children and grandchildren. #FinancialFreedom" (February 2025)

#### **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.

Xyngular did not attempt to provide substantiation for the earnings claims communicated in the social media posts identified during the inquiry. Instead, the Company informed DSSRC of its intent to take appropriate measures to remove the non-compliant content.

Shortly thereafter, Xyngular notified DSSRC that it had facilitated the removal of all the Facebook and Instagram claims and that only one Facebook post remains publicly accessible. Xyngular notified DSSRC that it terminated the account of the individual for their failure to respond to the Company's request to remove the claim. In addition to reaching out several times to the ex-salesforce member who refused to comply, in adherence to DSSRC's recommendation, Xyngular placed a conspicuous comment on the post noting that the claim violates both Xyngular and Federal Trade Commission (FTC) policies.

## Analysis

Xyngular did not attempt to support the 13 representative earnings claims with substantive data. Instead, the Company undertook good faith efforts to ensure that all of the posts were removed.

More specifically, Xyngular was successful in removing 12 of the 13 posts during the pendency of the self-regulatory inquiry. Xyngular also advised DSSRC that it had reached out to the independent salesforce member responsible for disseminating the remaining social media post and asked that the post be modified or removed in its entirety. After receiving no response from the salesforce member to the Company's request, Xyngular terminated the salesforce member's account. DSSRC concluded that the Company's responsive actions were both appropriate and necessary.

According to the FTC's *Business Guidance Concerning Multi-Level Marketing*, 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.<sup>2</sup> 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."<sup>3</sup>

Xyngular advised DSSRC that the remaining post had been created by an individual who is no longer associated with the Company. As DSSRC has noted in previous inquiries, it remains incumbent upon direct selling companies to make a good-faith effort to ensure the removal of non-compliant social media content, regardless of when it was posted or by whom. Such content can still affect consumer perceptions and purchasing decisions. By proactively identifying and taking genuine action to remove non-compliant language, companies demonstrate their commitment to ethical marketing, protect consumers from potentially misleading claims, and contribute to maintaining high industry standards.

In similar 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.

In closing, DSSRC acknowledged Xyngular's voluntary and good-faith efforts to contact the individuals responsible for the social media posts identified in this inquiry and to facilitate the removal or modification of 12 of the 13 posts. DSSRC also recognized the Company's appropriate response to the one remaining publicly accessible post—specifically, terminating the account of the unresponsive salesforce member and adding a public comment clarifying that the "financial freedom" claim was not authorized by Xyngular. Nevertheless, DSSRC recommended that the Company take one further step by notifying Facebook that the post includes an unauthorized earnings claim that remains viewable to the public despite the Company's prior outreach efforts.

## Conclusion

DSSRC recognized Xyngular's good-faith efforts to address the concerns raised in this inquiry, including its prompt action to remove or modify 12 of the 13 posts and its appropriate response to the remaining post. Notwithstanding these actions, DSSRC recommended that the Company take the additional step of notifying Facebook that the remaining post contains an unauthorized earnings claim that continues to be publicly accessible despite the Company's prior outreach efforts.

## Company Statement

"Xyngular is a strong supporter of industry self-regulation and appreciates the opportunity to work collaboratively with the DSSRC. The Company has taken prompt and comprehensive action to remove nearly all of the social media posts identified in the inquiry and will continue its efforts to have the remaining unauthorized post removed, including contacting Facebook directly in accordance with DSSRC's recommendation. Xyngular remains committed to ongoing monitoring, education, and enforcement to ensure that all salesforce members communicate responsibly and in full compliance with applicable regulations and company policies."

(Case #232, closed on 10/6/25)  
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- [1] DSSRC identified general claims that Company salesforce members can achieve “financial freedom” in three separate social media posts in January, February, and July 2025.
- [2] See <https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing>, section 13.
- [3] See [dssrc\\_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#), section 6(A).

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