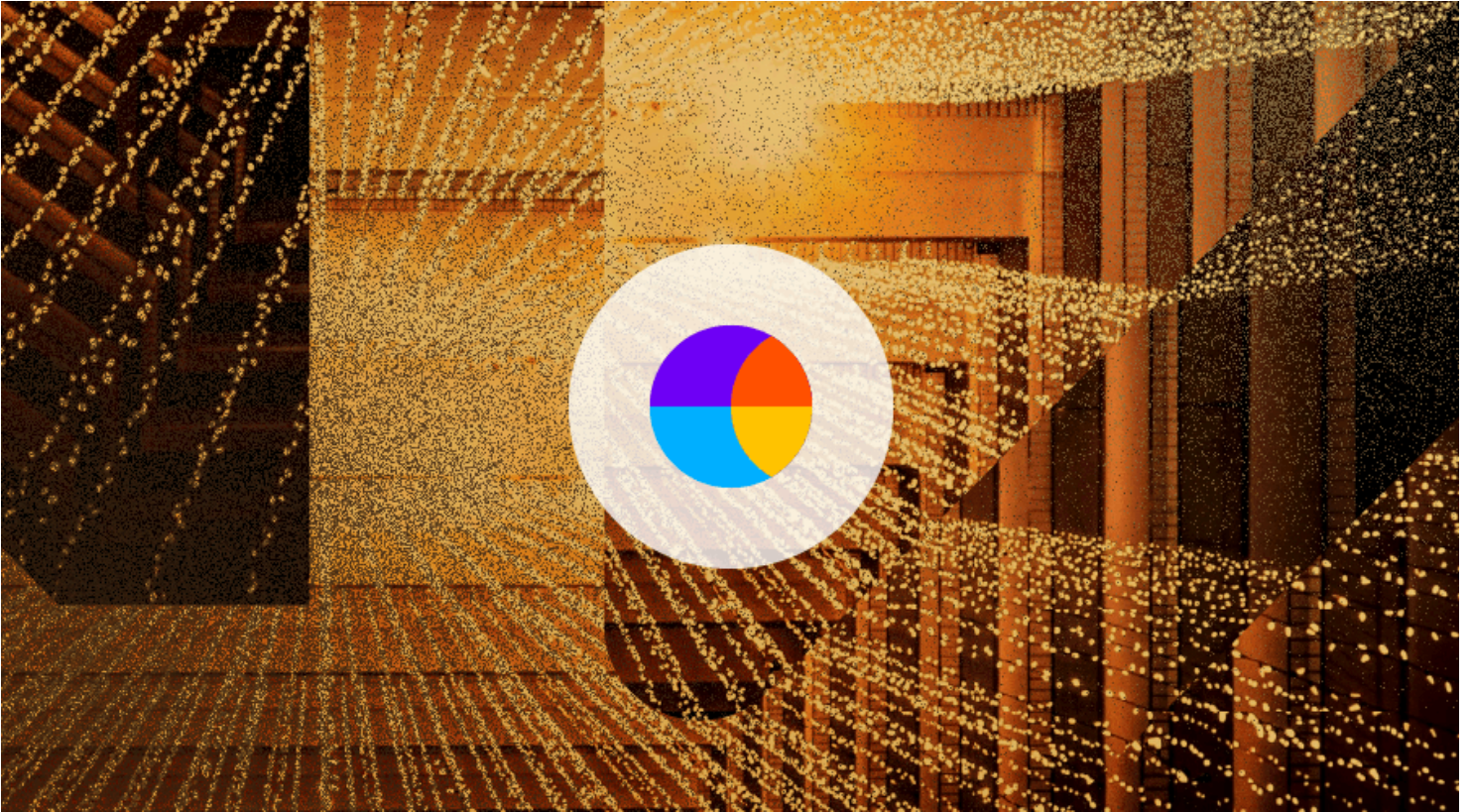


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# Case #245-2026: Administrative Closure – Youngevity International, Inc

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #245-2026: Administrative Closure – Youngevity International, Inc

## Company Description

Youngevity International, Inc. (“Youngevity” or the “Company”) is a direct selling company that sells health, nutrition, and wellness products. The Company is headquartered in Chula Vista, California and was founded in 1996.

## Basis of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national self-regulatory program administered by BBB National Programs that monitors advertising and marketing practices in the direct selling industry. This matter arose from DSSRC’s routine, independent monitoring of marketplace claims.

The inquiry addresses certain health-related product claims and earnings representations made by the Company’s salesforce members. The representative claims that appeared on several different social media platforms, including Facebook, Instagram, LinkedIn, and X (formerly Twitter), and which prompted DSSRC’s review are identified below.

### *Earnings Claims*

1. “For all those that have a passion for helping others and have a business mind set, I'm looking to partner with and show you our system, bonus and compensation plan, tops in the industry. It's so empowering to help others achieve health and financial freedom. It's simple, but you have to want it! Contact me for information and get started on your path! Network Marketing works!”
2. “Passive income is money generated from investments, properties or side hustles. The goal is to achieve a steady flow of cash without the daily commitment of a full-time job. ... The goal of a passive income strategy is to earn money while you sleep. I AM EARNING PASSIVE INCOME - are you? If not, would you like too? This is a stable company with a 25-year history.”
3. “Yeehaw!”
4. “Brought to you by: YOUNGEVITY a 25 Year Company This will Change Everything you thought you knew about Trading! Achieve FINANCIAL INDEPENDENCE in Just 8 Minutes a Day!” (June 2022)
5. “If you are looking for an opportunity to serve people by adding value to their health and financial success then you can get onboard by signing up as a preferred customer or become a distributor today purchase a kit of your choice health or Beauty and your in business build your dreams here start now to create better health knowledge and share you story how you overcome your challenges either health challenges or your success in your business we love to here from you.” (10/2024)
6. “Alright, Y'all, here's the DEAL - Getting to debt-free is like a rodeo: wild, challenging, but OH SO REWARDING!”
7. “Are you looking for another way to reach your financial goals in 2024? Have you considered your own business? Consider Youngevity as a hobby, supplemental income or even your full time job! There's something for everybody and you're going to have access to the best nutritional products on the market. financialfreedom #financialgoals #sidehustle #HealthAndWellness” (January 2024)
8. “I didn’t want to be the only one living on a hill, only one I was paying for dinner, the only one in luxury cars.” (May 2022)
9. “One of my favorite females in Youngevity, who earns over a million dollars a year.” (February 2025)
10. “financial freedom with Youngevity” (July 2025)

### *Product Claims*

1. “As a new year comes along and I continue to age backwards, I am so thankful. Through education and proper supplementation I regained my energy, joint pain disappeared and doctors took me off of SOOO many medicines over time. I was healthy inside but still obese. Then I focused on eating healthy with this community and lost 77 pounds and kept it off. I will be forever grateful to Youngevity, as it has changed the trajectory of my life forever.” (January 2023)
2. “Top 10 benefits of Apple Cider Vinegar --
  - o - Boosts Stomach Acid Production
  - o - Healthy Cholesterol
  - o - Healthy Weight Loss
  - o - Healthy Blood Sugar
  - o - Less Cravings
  - o - Powerful Antioxidant
  - o - Topical Disinfectant
  - o - Improves Assimilation of Nutrients
  - o It is important to note that, while promising, these effects should not be considered a replacement for medical treatment in individuals - especially those with diabetes.” (January 2024)
3. “Health and Nutrition is a Journey...for all of us Meet Damea who has been chronicling her Youngevity Weight Loss through her various sites...she has hit 200 lbs in weight loss just this month!” (November 2023)
4. YouTube video titled “Fixed! High Blood Pressure” with copy stating “Janet has high blood pressure, fibroids, dry eyes and thyroid nodules.” (July 2022)
5. “#diabetes #highbloodpressure #type2diabetes” (January 2025)
6. “Stop living with the dangers of chronic inflammation! health #stopinflammation. Discover how you can boost resistance to inflammatory diseases and reduce your risk of heart disease, stroke, and even Alzheimer’s!” (March 2020)
7. “-it strengthens the immune system. ...
  - It might prevent certain types of cancer. ...
  - It boosts your mood. ...
  - It can aid in weight loss. ...
  - It can lower the risk of rheumatoid arthritis. ...
  - It lowers the risk of type 2 diabetes. ...
  - It can help lower blood pressure. ...
  - It might reduce the risk of heart disease.” (June 2022)

## **Company's Position**

### *Earnings Claims*

Youngevity informed DSSRC that it undertook prompt and comprehensive corrective action in response to the earnings claims identified in this inquiry. The Company explained that the vast majority of the earnings representations referenced by DSSRC were removed, modified, or otherwise addressed following outreach to the individuals responsible for disseminating the claims.

According to the Company, upon receiving notice of the claims, Youngevity contacted the relevant salesforce members and other individuals associated with the posts and requested that the claims be removed or revised to comply with Company policies and applicable law. Youngevity stated that, in most instances, these efforts resulted in the timely removal of the content.

The Company further advised DSSRC that, where individuals failed to respond to repeated requests or declined to take corrective action, Youngevity escalated its response. Specifically, the Company asserted that it suspended the accounts of certain individuals who did not comply with removal requests and reported non-compliant content directly to the applicable social media platforms. Youngevity also noted that several claims were disseminated by individuals who were no longer active distributors—or who had never been distributors—and that it nevertheless undertook efforts to contact those individuals and the hosting platforms to seek removal of the content.<sup>1</sup>

In addition, the Company represented that certain video content was either removed entirely or edited and reposted without the challenged earnings representations and with revised disclaimers, which Youngevity maintained bring the content into compliance with applicable legal standards.

### *Product Claims*

With respect to the product claims identified by DSSRC, Youngevity stated that it similarly undertook prompt corrective action. The Company explained that it contacted the individuals responsible for disseminating the identified health-related claims and requested removal or modification of the content.

According to Youngevity, the majority of the product claims identified by DSSRC were removed following Company outreach. In at least one instance, a salesforce member revised a post to eliminate the health-related representations and replace them with non-therapeutic, general statements, which Youngevity asserted comply with applicable laws and regulations.

Youngevity further informed DSSRC that several of the challenged product claims were disseminated by individuals who were not active distributors or who had not maintained an active relationship with the Company for several years. Nonetheless, Youngevity stated that it contacted those individuals and, where necessary, their uplines, and reported non-responsive content to the relevant social media platforms.

With respect to one post hosted on X (formerly Twitter), Youngevity acknowledged that its October 30 response indicated the content had been removed, but DSSRC later observed that the post remained publicly accessible. In response, Youngevity explained that the post was made by an individual who had not ordered Youngevity products since 2020. The Company stated that it suspended the individual's account in November, reported the post to X on December 1, 2025, and confirmed that the platform has since removed the post.

Youngevity emphasized that, as a result of its follow-up efforts, all of the product claims identified by DSSRC were ultimately removed or materially modified.

The Company stated that it cooperated fully with DSSRC throughout this inquiry and took prompt, good-faith steps to address the issues identified. Youngevity emphasized that it remains committed to monitoring salesforce member activity, enforcing its policies, and taking corrective action when necessary to promote compliance with applicable advertising standards and consumer protection laws.

## **Administratively Resolved Resolution**

### *Earnings Claims*

DSSRC reviewed the earnings-related claims identified in this inquiry, many of which referenced concepts such as “financial freedom,” “passive income,” debt elimination, luxury lifestyles, and high or career-level earnings. DSSRC determined that these claims, whether express or implied, conveyed the impression that participants in Youngevity's business opportunity could reasonably expect to achieve substantial or atypical income outcomes.

As reflected in the FTC's *Business Guidance for Multi-Level Marketing*, earnings representations must be truthful, non-misleading, and supported by reliable evidence demonstrating that the results conveyed are typical of what participants are likely to achieve.<sup>2</sup> The FTC has consistently cautioned that references to career-level income, financial independence, or lifestyle outcomes may mislead consumers unless

adequately substantiated and clearly qualified. DSSRC similarly has advised that aspirational phrases such as “financial freedom,” when used without context or qualification, present a heightened risk of consumer misunderstanding.<sup>3</sup>

DSSRC noted that the earnings claims at issue were disseminated by individual salesforce members and other third parties across multiple social media platforms. DSSRC further observed that Youngevity did not attempt to substantiate the challenged earnings claims. Instead, the Company elected to take corrective action by contacting the individuals responsible for the claims and requesting their removal or modification.

Based on the record, DSSRC determined that Youngevity took prompt and meaningful steps to address the earnings claims, including repeated outreach to non-responsive individuals, reporting content to social media platforms, suspending accounts where appropriate, and confirming the removal or revision of the claims identified in this inquiry. DSSRC also acknowledged the Company’s efforts to address claims disseminated by individuals who were no longer active distributors or who had never been distributors.

Accordingly, DSSRC concluded that Youngevity’s corrective actions appropriately addressed the earnings claims identified in this inquiry and were necessary and appropriate.

### *Product Claims*

The health-related product claims identified in this inquiry referenced disease treatment or prevention, weight loss outcomes, and physiological effects such as lowering blood pressure, reducing inflammation, or mitigating chronic health conditions.

Under long-standing advertising law principles, health-related claims must be supported by competent and reliable scientific evidence. Claims suggesting that products can diagnose, treat, cure, or prevent disease are subject to heightened scrutiny and, absent appropriate substantiation, may mislead consumers.

DSSRC found that the product claims identified in this inquiry were disseminated by salesforce members and other individuals through social media and video platforms. DSSRC further noted that, upon notice of the claims, Youngevity undertook corrective action by contacting the individuals responsible for the content and requesting removal or modification.

The record reflects that the majority of the product claims were removed following Company outreach. In certain instances, posts were modified to eliminate therapeutic representations and replaced with more general, non-health-related statements. DSSRC also acknowledged the Company’s efforts to address claims disseminated by individuals who were no longer active distributors, including reporting content to social media platforms and suspending accounts where necessary.

Although DSSRC noted limited instances in which content initially remained accessible following the Company’s initial response, DSSRC further observed that Youngevity provided follow-up clarification, took additional enforcement steps, and ultimately confirmed the removal of the identified claims. DSSRC determined that these actions were warranted and sufficiently addressed the concerns at issue.

### **Conclusion**

DSSRC determined that Youngevity took prompt, good-faith, and comprehensive corrective action to address the earnings and product claims identified in this inquiry. Rather than attempting to substantiate the identified claims, the Company elected to pursue removal or modification of the content, escalated enforcement measures where necessary, and cooperated fully with DSSRC throughout the review process.

Based on the Company’s corrective actions and the removal or modification of the challenged claims, DSSRC concluded that the issues raised in this inquiry have been adequately addressed. Accordingly, DSSRC administratively closed the inquiry.

### **Company Statement**

“Youngevity appreciates the DSSRC’s commitment to promoting honesty and integrity in the direct-selling industry. Upon receipt of DSSRC’s inquiry, Youngevity took all immediate action within its control to remove the offending claims. Youngevity continues to monitor social media for, and take appropriate action in response to, any non-complaint claims.”

(Case No. 245-2026. Closed on 01/08/26)

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[1] With respect to one Facebook post identified in this inquiry, Youngevity acknowledged that its initial response to DSSRC referenced the removal of a post associated with a slightly different URL than the one identified in DSSRC’s Notice of Inquiry. The Company subsequently clarified that, following DSSRC’s follow-up, it confirmed that both posts have now been removed.

[2] 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>.

[3] Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A)(2022).  
[dssrc\\_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#).

January 23, 2026

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