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Case #259-2026: Administrative Closure – Le-Vel Brands, LLC

BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #259-2026: Administrative Closure – Le-Vel Brands, LLC

Company Description

Le-Vel Brands, LLC (“Le-Vel” or the “Company”) is a health and wellness company founded in 2012 with headquarters in Frisco, Texas. The Company markets a range of nutritional supplements and lifestyle products focused on weight management, energy, and overall wellness. The Company utilizes a direct selling business model, promoting and selling its products through a network of independent salesforce members.

Basis of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”), a national advertising self-regulation program administered by BBB National Programs, commenced this inquiry pursuant to its routine, independent review of advertising and marketing claims in the direct selling marketplace.

This inquiry involved 11 earnings-related claims appearing on Facebook, Instagram, and YouTube. DSSRC was concerned that these claims conveyed that a typical Le-Vel salesforce member could attain substantial income, including references to “financial freedom” and promotional incentives. DSSRC further questioned whether such representations could create unrealistic expectations about the level of income generally achievable through participation in the Company’s business opportunity.

The representative earnings claims set forth below formed the basis of this inquiry:

1. “Le-Vel or “Thrive” most call it has not only brought some financial stability in a time when **we needed** it the most, it helped pay for our cruise vacation last year, my sons dental bills, and family debt from credit cards— which isn’t the reason **WHY** I joined, but it definitely became it.” (December 2023)
2. “I honestly wanted nothing to do with the business, but I fell in love with the products. I told everyone around me, and that ripple effect team-wide turned into over 4040 promoters and 31,260 customers! Our team has generated over 8.9 MILLION in online orders. I reached our 12K rank Auto Bonus level on my 3rd month, which means Le-Vel has been covering the monthly payment on my Lexus for the past 67 months!” (June 2020)
3. “Since joining, I helped pay for Christmas last year, 100% cash! I paid for our family vacation this past summer + boarding 3 dogs. Today, I just purchased stuff on Amazon to redo the kids rooms for their bdays! (Beds, dresser, etc.) & of course everything in between all that.” (November 2025)
4. How to earn over \$1200 in cash and bonuses in your first 2 weeks as a le-vel brand promoter (July 2020)
5. “they pay for you to go on 2-4 trips per year?! On their dime!”
6. “financial freedom looks different for me. It’s not about being “rich,” it’s about being able to fill my gas tank without checking my bank account first. It’s paying for the hotel, grabbing all the snacks for our adventures, and saying “yes” to memories without stressing... I love that I’m able to pay for trips, experiences, and the little things that make life fun—without panicking or budgeting down to the penny. #FinancialFreedom” (November 2025)
7. “For the past 539 weeks I have received a deposit from Le-Vel...every single week! It’s such a blessing to be rewarded by this company for simply helping people! I started this company with one financial goal in mind, to be able to get a car for our 16 year old daughter. Those of you that have been following me for awhile know that I did that in my first full month!” (May 2024)
8. “When I started, my only goal was simple.... make enough to fly out west and see my kid in Alberta.  I hit that in 2 weeks. That was it. That was the dream. Little did I know... this thing would become my main source of income. It covers my car payment monthly   Locked that in in 7 weeks It’s the reason my card doesn’t decline. It’s the reason I can stay home with my baby AND still contribute financially. It’s the reason I don’t have to look my kids in the eyes and say ‘we don’t have the money for that.’ Now that I’ve stepped away from that “job”, my bonus checks alone are bigger than what I used to make working 40 hours a week for the month!!!!!!” (August 2025)
9. “Joining Thrive to create time freedom where I didn’t have to miss out on time with loved ones was one of the first reasons I wanted in. An opportunity that would allow me to create a massive financial impact for my family without having to sacrifice being by their side while doing so.” (June 2024)
10. “Do you need extra income? Why not start le-vel (THRIVE)? ...extra income ...paid weekly...bonuses in your first 14 days ...free product ...car bonus...free trips Work as little or as much as you want (your schedule allows) Start today...get paid next Tuesday”
 1. Image with copy stating “Why start a side hustle? – The Math \$1200 extra a month - \$14,400; \$1,500 extra a month - \$18,000; \$2000 extra a month - \$24,000 a year” (July 2023)
11. “I earned Thrive’s auto bonus.... n 2025... we upgraded to the dream mama car (because 3 car seats means you level up ). Ever since earning that auto bonus (\$800–\$1600/month), our vehicles have been covered. At least 36months X \$800 = you do the math.” (January 2026)

Company Position

Le-Vel stated that it is committed to ensuring that any income or lifestyle representations associated with its business opportunity are truthful, non-misleading, and compliant with applicable laws, regulations, and self-regulatory guidance. Le-Vel explained that it maintains policies prohibiting salesforce members from making earnings, income, lifestyle, or financial success claims that could be interpreted as typical or guaranteed results, and that salesforce members are expressly instructed not to reference specific income amounts, bonuses, or similar outcomes in marketing materials.

Upon receipt of DSSRC’s inquiry, the Company reported that it promptly investigated the identified social media posts at issue and undertook corrective action. According to Le-Vel, several of the posts were removed by the salesforce members after notice from the Company, while others were edited to remove earnings-related or incentive-based language, including the removal of specific income figures and implied guarantees. The Company also stated that content appearing on a Company-controlled social media channel was promptly removed.

With respect to one remaining post, Le-Vel explained that it was created by an individual who is an inactive salesforce member and no longer affiliated with the Company, having resigned as a salesforce member more than five years ago. The Company indicated that it initiated outreach to the former salesforce member requesting removal of the content, including multiple email communications and a text message, but had not received a response. Le-Vel provided documentation of these outreach efforts. The Company further stated that, after determining that the content did not involve misuse of protected intellectual property, it reported the post to the hosting platform as misleading or deceptive content and requested its removal. Le-Vel also noted that it posted a comment on the content advising viewers that the earnings claims were not authorized by the Company.

The Company stated that, in instances involving active salesforce members, it issued compliance tickets, provided individualized guidance, and confirmed remediation, and that these actions were documented internally. Le-Vel further represented that it maintains an ongoing compliance program that includes training and onboarding materials, periodic compliance communications, monitoring of social media and digital platforms, and corrective action protocols, including education and disciplinary measures when warranted.

Finally, the Company emphasized that it does not authorize earnings claims of the type identified in DSSRC's inquiry and that such statements do not represent the typical experience of participants in the Le-Vel business opportunity. Le-Vel stated that it continues to enhance its monitoring and enforcement efforts and believes that its actions demonstrate a good-faith commitment to advertising self-regulation and cooperation with DSSRC.

Administratively Closed Resolution

Through its compliance and outreach efforts, Le-Vel facilitated the removal or modification of 10 of the earnings claims identified in this inquiry. DSSRC acknowledged the Company's actions to address the one remaining post that continued to be publicly accessible and determined that Le-Vel's response under the circumstances was appropriate and consistent with self-regulatory expectations. The Company confirmed that the individual responsible for the remaining post is an inactive salesforce member who is no longer affiliated with Le-Vel.

DSSRC recognizes the practical challenges direct selling companies may face in attempting to compel individuals who are no longer part of the salesforce to remove legacy social media content. In this instance, the Company demonstrated that it made bona fide efforts to address the remaining post, including repeated outreach to the former distributor via email and text message, as well as reporting the content to the platform as misleading. Le-Vel also provided documentation of its correspondence to the former distributor and the platform, reflecting its bona-fide compliance efforts.

In its review, DSSRC concluded that the earnings claims at issue could reasonably convey the message that a typical Le-Vel salesforce member would be likely to earn significant income through participation in the Company's business opportunity. DSSRC determined that such representations may be reasonably interpreted as communicating expectations about generally achievable results for typical Company salesforce members and, as such, require appropriate substantiation and context.

The Federal Trade Commission's (FTC) Business Guidance Concerning Multi-Level Marketing provides that earnings claims must reflect what participants can generally expect to earn. The FTC has cautioned that representations emphasizing the potential for substantial income are often not representative of the typical participant experience and, if not properly qualified, may mislead consumers. The FTC further explains that atypical income or lifestyle claims must be supported by competent and reliable evidence demonstrating that the represented results are typical. In the absence of such substantiation and without clear and conspicuous disclosures regarding generally expected earning, high-level or aspirational claims may create a misleading impression of the business opportunity.

Consistent with this framework, DSSRC's Guidance on Earnings Claims for the Direct Selling Industry advises companies and their salesforce members to avoid statements or imagery that suggest income levels beyond what an average participant could reasonably expect to achieve. DSSRC has previously noted that terms such as "financial freedom" can contribute to consumer misinterpretation and, when presented without adequate qualification, may reasonably be understood as promises of substantial or life-changing income.

Based on the Company's demonstrated, good-faith efforts to address the claims identified in this inquiry, including prompt reconciliation of 10 of the 11 posts and reasonable attempts to resolve the one post that remains publicly accessible, DSSRC determined that administrative closure of the inquiry was appropriate.

Conclusion

DSSRC appreciated Le-Vel's prompt cooperation in addressing the earnings claims identified in this inquiry. Based on the Company's actions to remove or modify the vast majority of the social media posts at issue, as well as its demonstrated efforts to address the remaining post created by an inactive salesforce member, DSSRC determined that the matter was appropriately resolved through administrative closure.

Company Statement

“Le-Vel appreciates the opportunity to engage with DSSRC regarding this inquiry. As a global company that has served millions of customers for more than a decade, Le-Vel remains committed to maintaining high standards for truthful, transparent, and responsible marketing practices across its business and independent salesforce network. Upon learning of the posts identified by DSSRC, the Company promptly investigated the matter and took corrective action where appropriate. Le-Vel will continue to invest in compliance education, monitoring, and guidance designed to support accurate and compliant communications across its marketing channels.”

(Case #259, closed on 5/7/26)

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