

*“The Direct Selling Association (DSA) has always welcomed guidance from representatives of the Federal Trade Commission regarding how they view the law and the Commission’s regulatory authority. DSA sometimes differs from those views on the whether the law, as determined by statute and judicial precedent, supports the FTC’s or its representatives’ interpretation. Nonetheless, we continue to engage in a robust and constructive dialogue with FTC representatives and other public policy figures about how legitimate direct selling works and how millions of people help themselves and their communities through direct selling.*

*We know that even a few hundred dollars a year can make a difference in the lives of an American family, as can purchasing products at a discount. Regulators and policy makers in Washington should be aware of that as they consider laws and regulation. DSA continues to work to support reasonable and appropriate government standards and self-regulation which protect both the consumer and the millions of people who benefit from legitimate direct selling as salespeople and customers. That is why direct sellers themselves adhere to standards which require any earnings representations to be true, accurate, and substantiated by facts and experience.”*