

SUNRIDER® INTERNATIONAL'S COMPLIANCE TRAINING PROGRAM

Compliance, Reimagined: Training That Connects, Captivates, and Clicks

A Compliance Series Like No Other

Chen Grandkids on Compliance is an in-house-produced video series created by Sunrider's video production team in partnership with the legal and marketing departments. The first episode takes on income claims with honesty and humor. The second focuses on product claims and is presented in two parts—one for nutrition and wellness, the other for skincare and cosmetics. And this is just the beginning—more episodes covering essential topics in direct selling compliance are on the way.

A Fresh Take on Training

Get ready to smile—and learn. Our *Chen Grandkids on Compliance* video series kicks off with a fun, unscripted take on a not-so-fun topic: income claims. The debut episode of *Chen Grandkids on Compliance* tackles income claims in a candid, kid-led style that makes complex concepts clear—and surprisingly engaging. Click below to discover why Sunrider IBOs everywhere are tuning in and sharing it with their teams.



Watch the first episode:
Chen Grandkids on Compliance:
[Ep. 1—Code of Ethics & Income Claims](#)

"This series shows that compliance doesn't have to be complicated—or dull. *Chen Grandkids on Compliance* delivers its message with clarity, humor, and a fresh approach."

Sunny Beutler
CEO
Sunrider International

The Challenge

Before 2024, IBO compliance issues were handled reactively by customer service, with no centralized training or education for the sales force. The lack of a proactive, unified compliance program left room for inconsistent messaging, rising risk exposure, and an underdeveloped understanding of what compliance really means for the business.

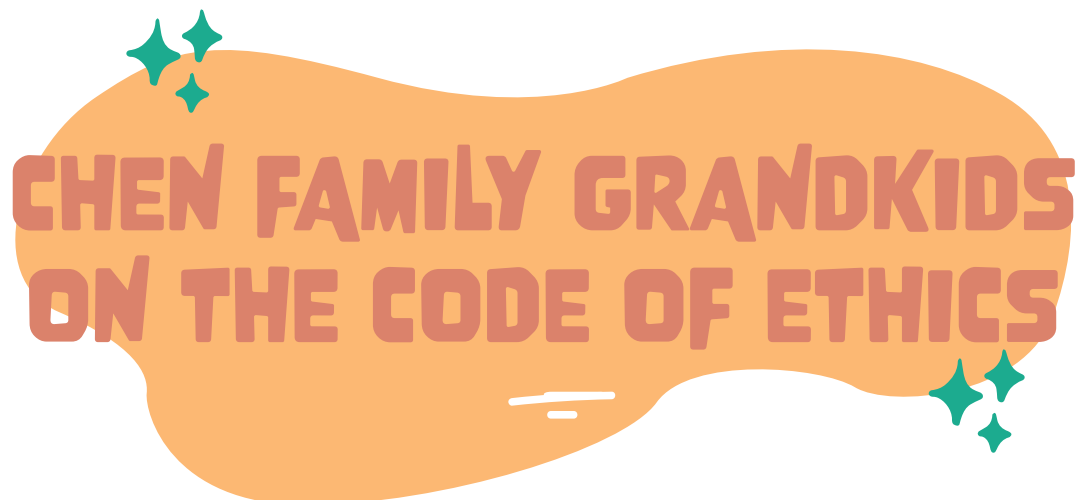
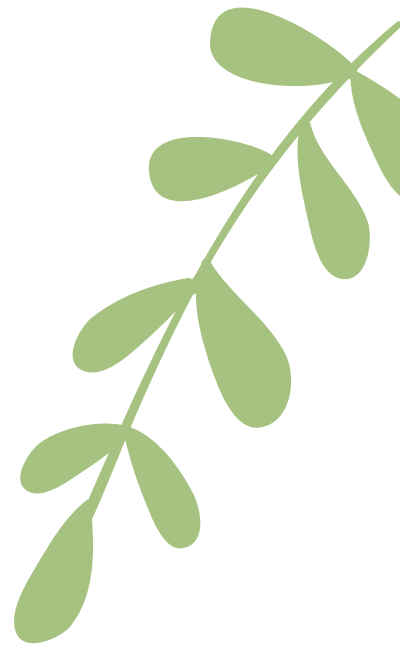
With an increasingly global sales force and evolving regulatory landscapes, we needed to build a culture of compliance that was both engaging and educational—especially for a topic that's traditionally met with resistance.

The Task at Hand: Develop a training program that IBOs would actually want to watch—one that would make core compliance concepts simple, memorable, and repeatable.

The Solution

Enter *Chen Grandkids on Compliance*—a series of short, entertaining videos (5–7 minutes each) featuring the youngest generation of Sunrider's founding family. Instead of formal lectures or dry presentations, we tapped into the familiarity and affection our sales force has for the Chen family to deliver messages in a fresh and unexpected way.

These lighthearted videos present compliance concepts through the lens of kids—offering candid, unscripted takes on serious topics like health claims, income claims, and ethical selling. By using humor, innocence, and the unique voice of the grandkids, the videos break down walls and open up dialogue around compliance in a way that's emotionally resonant and disarming.



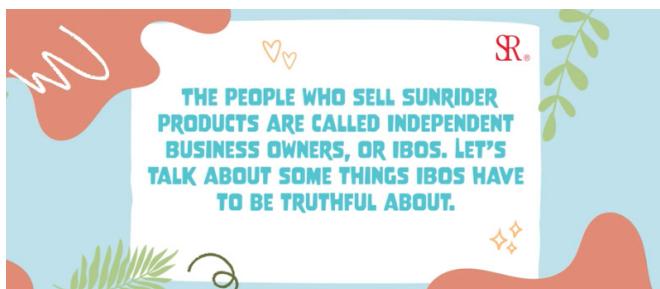
The Impact

(Turning “Ugh” into Aha!—A Compliance Story with a Twist)

We launched the Chen Grandkids on Compliance series at our 2024 Sunrider Grand Convention, held in Torrance, California. Despite initial groans from the audience at the mention of “compliance training,” the room was completely captivated once the video began. Laughter, applause, and post-convention buzz followed—including multiple requests from IBOs to share and rewatch the content.

The results spoke volumes:

- Increased engagement and retention of compliance messaging.
- A noticeable shift in how IBOs perceive compliance—from a burden to a shared responsibility.
- A scalable, multilingual training asset that continues to build momentum globally.
- The video is now available in the Workspace section of our website for all Sunrider markets, making it easily accessible to IBOs worldwide. Thousands have already viewed it—through both Convention screenings and direct access via Workspace.



Why It Matters

At Sunrider, family is at the core of everything we do—so it was only fitting that the multigenerational Chen family would also lead the way in shaping a new compliance culture. This initiative didn’t just reduce risk—it reinforced brand trust, strengthened leadership visibility, and showed that compliance can be taught with heart.