

**THE DIRECT SELLING SELF-REGULATORY COUNCIL  
INDEPENDENT INVESTIGATION. INCREASED OVERSIGHT. ACTIVE MONITORING.**

**WHO**

The Direct Selling Self-Regulatory Council (DSSRC) was launched in 2019 as a third-party, independent self-regulatory program administered by the non-profit organization BBB National Programs. DSSRC is funded by the Direct Selling Association (DSA).

**WHY**

Direct selling – when done correctly – can benefit salesforce members and consumers. However, the dissemination of unsupported product claims and the over-embellishment of the amount of money that can be earned through a direct selling opportunity is an ongoing concern in the industry. DSSRC is a proactive effort to identify and eliminate product and earnings claims that are eroding the reputation of the direct selling industry. To be successful, effective self-regulation requires ongoing commitment and participation from companies and salesforce members from across the industry.

**WHAT**

DSSRC monitors the entire U.S. direct selling industry and embodies the following principles:

- Clear industry standards on issues such as product and earning representations
- Relevant best practices from other self-regulatory models
- A process that both monitors and enforces strict business principles; and
- Guidance to raise the bar of excellence for DSA members and the entire direct selling channel.

**2019-2022 PROGRAM HIGHLIGHTS**

- 843 product claims and 784 earnings claims removed from social media platforms and company websites
- 15 cases referred to government agencies (e.g., Federal Trade Commission) for non-response/non-compliance with inquiries
- 59 public case decisions
- Approximately 900,000 unique URLs reviewed for potential infractions
- 342 posts reviewed related to COVID-19
- 227 administratively closed cases
- 2021 winner of ICAS Best Sectoral Initiative Award

**THE DSSRC TEAM**

- Peter Marinello, Vice President, DSSRC, BBB National Programs.
- Howard Smith, Senior Staff Attorney, DSSRC, BBB National Programs
- Joanne Li, Advertising Review Specialist, DSSRC, BBB National Programs

**[bbbprograms.org/DSSRC](https://bbbprograms.org/DSSRC)**