



**INDEPENDENT INVESTIGATION. INCREASED OVERSIGHT. ACTIVE MONITORING.**

**WHO**

The Direct Selling Self Regulatory Council was launched in 2019 as a self regulatory program administered by the BBB National Programs. It is funded by voluntary contributions from members of the Direct Selling Association.

**WHY**

For more than five decades, the DSA has had a self-regulatory program for its members. This program articulates clear principles, but primarily was initiated and took action based on consumer complaints. The creation of a proactive program represents a dramatic step forward to raise the bar for the direct selling industry.

**WHAT**

The third-party, self-regulatory organization monitors the entire U.S. direct selling industry and embodies the following principles:

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

**2019-2020 DSSRC RESULTS**



**LEADERSHIP**

Peter Marinello is vice president of the BBBNP and serves as the executive director of the DSSRC. He brings a wealth of legal and self-regulatory experience from the National Advertising Division and the Electronic Retailing Self-Regulation Program. Howard Smith, an attorney with 15 years of business litigation experience, serves as senior staff attorney with the DSSRC.