

Direct Selling Self-Regulatory Council (DSSRC)

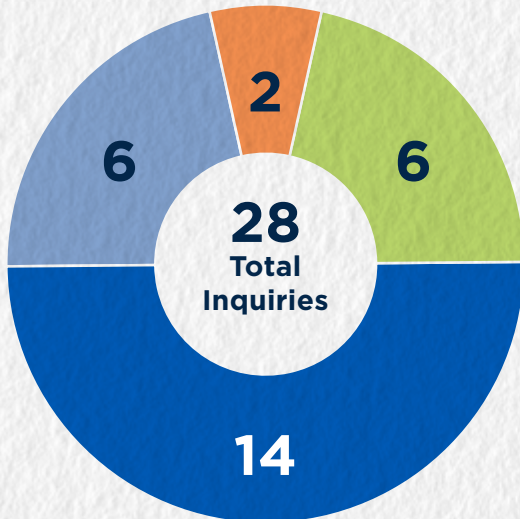
A division of **BBB National Programs, Inc.**

DSSRC: 2019 YEAR IN REVIEW

The Direct Selling Self-Regulatory Council (DSSRC) was established in partnership with the BBB National Programs (BBBNP) to monitor earnings and product claims made by direct selling companies and distributors, including members and non-members of the Direct Selling Association. The DSSRC strives to:

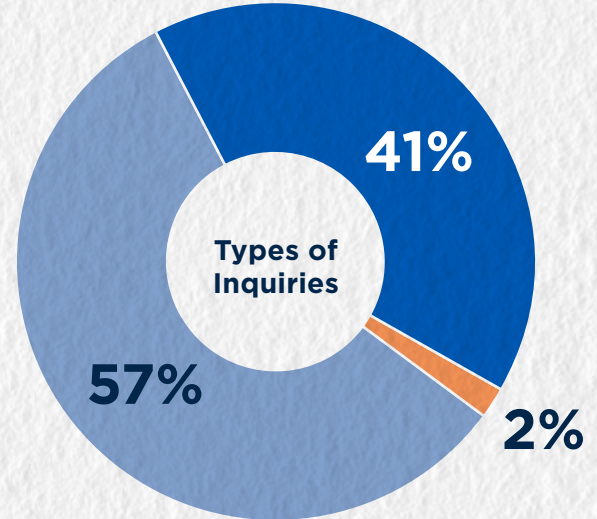
- Enhance consumer confidence in direct selling
- Offer the industry a fast and efficient forum for review of problematic sales and marketing
- Demonstrate the strong commitment to self-regulation

2019 BY THE NUMBERS



- Administratively Closed (cases that are closed because the company has taken the necessary corrective action to fully resolve the matter)
- Cases Are Still Pending
- Decisions Posted to DSSRC/BBBNP Website
- Matters Referred to the Federal Trade Commission

2019 CASE WORK



- Earnings Claims
- Lifestyle Claims
- Product Performance Claims