



DIRECT SELLING ASSOCIATION

DSA's Commitment to an Ethical Marketplace: The Applicant and Member Company Review Process

DSA's Code of Ethics is more than a series of guidelines on a page. It's our standard for membership and an important way that companies using the direct selling channel are held accountable to regulators, consumers, members of their salesforce and the public.

Applicant

DSA membership isn't automatic or guaranteed. In fact, each year less than 50% of applicant companies are accepted into the active membership. Every pending applicant company must agree to a comprehensive ethics compliance evaluation that takes at least one year.

DSA Member

DSA randomly selects 20% of member companies each year for an ethics compliance review and passage is a requirement for continued membership.



DSA leads the marketplace for direct selling in the United States by requiring all companies to implement our robust business ethics and consumer protection standards as an initial and continuing condition of membership.