

# Orion Research, LLC

December 9, 2017

## **Herbalife Distributors Frequently Promote The Business Opportunity As Leading To Financial Freedom, A Violation of the FTC Order**

Herbalife distributors frequently associate the Herbalife business opportunity with financial freedom. In social media postings, distributors directly mention financial freedom or tag posts about Herbalife with “#financialfreedom.”

By representing the business in this way, distributors are in violation of a Federal Trade Commission (FTC) Consent Order imposed on Herbalife’s business in July 2016. Under “Prohibited Lifestyle Representations” (Subsection III.A), the Order bans Herbalife and its agents from making “statements that participants can ‘quit your job,’ ‘be set for life,’ ‘earn millions of dollars,’ ‘make more money than they ever have imagined or thought possible,’ ‘realize unlimited income,’ or any substantially similar representations.”

Statements prohibited under the FTC Order are incorporated in the concept of “financial freedom.”

Below are just a few examples of this misrepresentation:



*Looking for  
business partners  
to join my team*

Call me at  
(909) 233-9212

**HERBALIFE®**  
Distribuidor Independiente



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Message me for the info!

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 **Herbalife independent Distributor**  
 December 5 at 5:24pm · 

Feels good to be your own Boss!  
 Work hard at improving yourself!  
 How will 2017 end for you, do nothing and you will be at the same place for 2018  
 Contact me to take action!

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