Orion Research, LLC

December 9, 2017

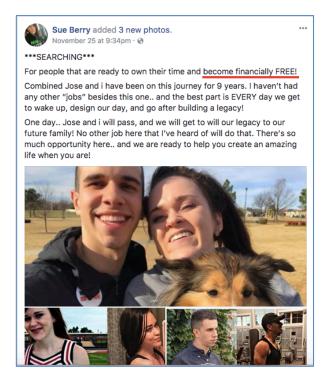
Herbalife Distributors Frequently Promote The Business Opportunity As Leading To Financial Freedom, A Violation of the FTC Order

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:









fitcouple • Following

fitcouple Sometimes I want to pinch myself to see if I'm dreaming. I envisioned this scenario. I worked hard to accomplish it. Working next to my kids and at my own pace. What I do is simple but it takes an strong purpose to not get dis focus. I want many people to reach this level of <u>freedom</u>. #StayedHomeParents #Happy #JorgeDisneyStory #JorgeDisneyTeam.

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ΟQ 4,303 likes

Add a comment...



September 16 · Westfield, MA · 🚱

This industry is all about the connections you make and the people's lives you get to touch!! Herbalife is a global company that sells wellness products intended to support a healthy lifestyle. Our products are formulated according to nutrition research and science and are manufactured to the highest standards of safety and quality!!! Our net sales all in 2016 alone were \$4.5 billion!!!

Join my team and make a difference in someone's life! Join my team for the freedom you'll get! Join my team because you want to be your own boss! What could you do with more freedom and some extra cash?! Be a part of the movement that is changing the world for a healthier tomorrow!

#healthylivesmatter #extraincome #beyourownboss #joinmyteam #Herbalife #financialfreedom #makemoney #helppeople #businessowner #residualincome #voucandothis





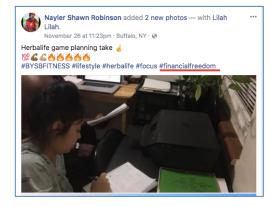
...I guess it comes down a simple choice...get busy living, or get busy dying. -Andy Dufresne

#ichooselife #initforthelonghaul #getbusyliving #or #getbusydying #yourchoice #timefreedom #financialfreedom #changinglives #herbalife









Sheridan "Suga Shae" Shands ⊳ Suga Shake Down Fitness October 17 · @

Okay Queen City are you ready to learn how to get healthy and earn some extra income at the same time!??? Inbox me to be my special VIP guest and be entered to win a free gift! #30303lifestyle #30303 #TotalLifeChanges & #success & #entrepreneur & #motivation & #workfromhome & #business <u>#financialfreedom</u> #homebasedbusiness #residualincome #goals #successful #itworks #directsales #advocare #laptoplifestyle #happiness #healthy #hustle #bossbabe #herbalife #rize #1000families #sugashakedown











New swag from #amkdesigns!

If y'all haven't noticed yet...I WILL NEVER STOP!

Either join me or watch me...no matter what you choose, I WILL reach my goals!

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Herbalife #nutrition #myvehicle <u>#financialfreedom</u> #timefreedom #joinme #seriously #stopwastingprecioustime





Sebero H Hernandez is at ♥ Center City. September 15 · Instagram · ֎

#mlm #entrepreneur #workfromhome #motivation #success #business #herbalife

#herbalife25 #marketing #directsales #money #homebasedbusiness
#hustle #homebusiness #wakeupnow #network #dedication #lifestyle
#eatclean #wealth #zigziglar #bodybuilding #residualincome
#beastmode #inspiration #bobproctor #financialfreedom #ericthomas
#onlinemarketing #jimrohn