

Orion Research, LLC

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President’s Team Member Disney De La Concepcion says Herbalife Allowed Her to Afford Children and That It’s Possible for Other Women to Replicate Her Success, a Statement that Violates the FTC Order by Misrepresenting the Herbalife Business Opportunity

On September 15, 2017, Herbalife President’s Team member Disney De La Concepcion posted a photo of herself and her children to her Instagram account. In the post, she stated that finding the Herbalife business opportunity allowed her to achieve the financial success necessary to have children.

In a Consent Order imposed on Herbalife’s business in July 2016, the Federal Trade Commission permanently restrained the company and its agents from representing that participation in the Herbalife business opportunity would allow participants to: “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. (Subsection III.A)



<https://www.instagram.com/fitcouple/>

The statements above suggest that thanks to the Herbalife business opportunity, Disney De La Concepcion was able to quit a job that left her barely able to support herself. With Herbalife, she achieved the financial success and stability that she previously believed as impossible to start a family. She says it is possible for women with the same aspirations to follow her example.