

## Orion Research, LLC

September 5, 2017

### **Herbalife Distributors Erika and Javier Martin Use Social Media to Promote Herbalife as a Business that Allows People to Quit Their Jobs and Live Opulent Lifestyles, in Violation of the FTC Order**

Herbalife Ltd. distributors increasingly use social media to present a picture of their supposed day-to-day lives and portray the Herbalife's business opportunity as a route to financial freedom.

Distributors Erika and Javier Martin, who refer to themselves as "Epic Fit Couple," regularly post images of themselves in and around an expensive apartment building in Miami Beach. They post numerous messages describing how they have been able to leave their jobs to pursue the Herbalife business full-time and how this lifestyle is possible for others.



Click [here](#) to see short video of recent posts by Epic Fit Couple or See EpicFitCouple.m4v

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, among other things, that participation in the Herbalife business opportunity allows participants to quit their jobs. The FTC also permanently restrained the company and its agents from representing that participation in the Herbalife business opportunity was likely to result in a lavish lifestyle.