

# Orion Research, LLC

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## **President's Team Members Alan Rodriquez and Fabiola Barinas Urge Distributors to Buy Tickets to Learn How to Grow Their Businesses, in Violation of FTC Order**

Herbalife President's Team members Alan Rodriquez and Fabiola Barinas appeared in a video posted on Facebook in February 2017 ahead of a Success Training Seminar (STS) in New York. Though Herbalife recruits are not told upfront that regularly attending STSs is an essential part of the business, that is the message Rodriquez and Barinas present.



NY get your presales.mp4 or  
<https://vimeo.com/226356677>

The couple describes how Herbalife turned their lives around and tells distributors: “We’re going to share all our knowledge.”

They also state: “That’s how we grow in Herbalife - come to events and bring people with you.”

In a Consent Order, the Federal Trade Commission last year required Herbalife to disclose all information material to participants concerning the business opportunity, such as “the total costs to participate, including trainings, brochures, and sales aids.”

In fact, Herbalife not only fails to disclose upfront the cost of attending training events, but the company states that such costs do not exist and may not be imposed. “To become an Herbalife distributor, succeed in the business, advance in the Sales and Marketing Plan, or receive upline training or support, you are NOT required to buy any amount of materials, products, or services, either those produced by Herbalife or by a party other than Herbalife, or to attend any seminars, meetings, or events.”

The couple also pushes distributors to make bulk purchases of event tickets, known as “pre-sales,” in order to bring others to upcoming events: