The Direct Seller.

The Value of the DSA Code of Ethics

ENSURES an ethical marketplaceESTABLISHES industry standardsPROVIDES consumer assurances and satisfaction

Promise to Direct Sellers

OUR COMPANIES WILL:

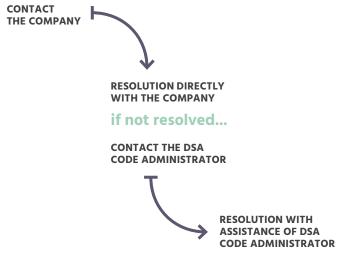
- PROVIDE accurate information about the company's compensation structure, products, and sales methods.
- BASE all sales and earning claims on documented facts.
- REFRAIN from any unethical recruiting practices and high entrance or training fees.
- **PROVIDE** information clearly detailing your business relationship with the company.
- **PROVIDE** accounts regarding purchases, earnings, commissions, etc.
- **REFRAIN** from charging unreasonably high entrance fees.
- DISCOURAGE you from purchasing inventory in unreasonably large amounts.
- **REPURCHASE** inventory under reasonable terms if you terminate your business.
- REFRAIN from selling materials that do not comply with company standards.
- ABIDE by all legal requirements.

Backed by our complaint handling procedures

INSERT DSA LOGO

Our member companies promise to make every reasonable effort to resolve any complaints you may have related to a possible breach of the code through their company complaint handling process.

If complaints cannot be resolved satisfactorily, you may contact the DSA independent Code Administrator.



SEND COMPLAINTS TO:

