

# The Direct Seller.

## The Value of the DSA Code of Ethics

**ENSURES** an ethical marketplace

**ESTABLISHES** industry standards

**PROVIDES** consumer assurances and satisfaction

**INSERT**  
DSA LOGO

## 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

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.

**CONTACT  
THE COMPANY**

**RESOLUTION DIRECTLY  
WITH THE COMPANY**

**if not resolved...**

**CONTACT THE DSA  
CODE ADMINISTRATOR**

**RESOLUTION WITH  
ASSISTANCE OF DSA  
CODE ADMINISTRATOR**

**SEND COMPLAINTS TO:**

**Our promise to you.**