
Direct Selling. Code of Ethics.

Direct selling has a century long history of serving the public with quality products and trusted relationships. When you buy from a direct seller, be sure the company is a member of the **Association Name**. All **Association Abbreviation** member companies must adhere to a strict code of ethics to ensure your complete satisfaction and protection as our valued consumer.

THE INDEPENDENT DIRECT SELLER PROMISES THE FOLLOWING:

- We will refrain from deceptive or unfair sales practices.
- We will provide identification.
- We will provide accurate and complete product descriptions and comparisons.
- We will clearly articulate pricing and terms of payment.
- We will provide key delivery details.
- We will provide written order forms specifying cooling-off rights and guarantee/warranty terms.
- We will provide truthful and fair commentary:
 - Providing only company-authorized product claims.
 - True, applicable, relevant testimonials free from deceptive/unfair comparisons or comments.
- We will respect your request for privacy.
- We will make timely deliveries.
- We will discontinue a sales presentation immediately upon the consumer's request.

Promises.

OUR COMPANIES PROMISE THE FOLLOWING:

- We will refrain from deceptive or unfair recruiting practices.
- We will provide truthful and accurate information—based on facts—regarding our earnings opportunity.
- We will provide a contractual agreement with our direct sellers.
- We will provide periodic account status detailing purchases, earnings, commissions, bonuses and other relevant information.
- We will repurchase, if requested, upon termination any unsold, re-saleable product inventory, promotional material, sales aids and kits purchased within the previous 12 months and refund your original cost less a handling fee not to exceed 10% of the net purchase price.
- We will not expect you to purchase unreasonably large amounts of product inventory.
- We will not sell materials that do not comply with company standards.
- We will provide training to enable direct sellers to operate ethically.

Complaint Procedures.

COMPLAINT HANDLING PROCEDURE

Our member companies promise to make every reasonable effort to resolve complaints through the company's complaint handling process. If complaints cannot be resolved satisfactorily, the DSA independent Code Administrator will work to resolve complaints related to a possible breach of the code to the satisfaction of all parties involved.

IF YOU HAVE COMPLAINTS

Contact the company about which you have the complaint. All companies with the Association Abbreviation logo on their literature are committed to honoring our Code of Ethics and to addressing complaints in a fair and timely manner. If your complaint is not resolved quickly and to your full satisfaction, you may contact the DSA independent Code Administrator.

SEND COMPLAINTS TO:

The Direct Selling Code of Ethics.

Protects

- THE CONSUMER
- THE SELLER
- THE INDUSTRY

Ensures

- AN ETHICAL MARKETPLACE

Establishes

- INDUSTRY STANDARDS

Provides

- CONSUMER ASSURANCES AND SATISFACTION
- ASSURANCES IN EXCESS OF LOCAL
REGULATION

Member Companies.

INSERT
COMPANY LOGOS
OR LIST OF MEMBER COMPANIES

Code of Ethics.

INSERT
DSA LOGO HERE