



**World Federation of Direct Selling Associations**  
**Global Code of Ethics**  
**Updated 16 September 2025**

**PREAMBLE**

**Direct Selling:** Direct Selling is a method of retail where products and services are sold directly to consumers outside of a traditional retail environment. It typically involves sales representatives or independent sellers who promote and sell products through personal interactions, such as face-to-face meetings, home demonstrations, or digital transactions.

**Key Characteristics of Direct Selling:**

**Personalized Selling:** Sales representatives build personal relationships with customers and provide personalized recommendations based on customer needs.

**Flexible Locations:** Sales in Direct Selling usually happen in various settings, including homes, online, or through social gatherings (e.g., parties or events), instead of fixed retail locations.

**Independent Salespeople:** Direct sellers are often independent contractors or distributors who earn commissions on the products they sell and in some cases on sales made by others they support on a sales team.

**Product Variety:** Direct Selling spans a wide range of products, including beauty and wellness, household goods, nutritional supplements, and personal care items.

**PREFACE**

**THIS WFDSA CODE OF ETHICS CONTAINS GUIDANCE ON THE INTERACTIONS AMONG:**

1. DSA member Companies and their existing, prospective, sales representatives
2. DSA member Companies and their sales representatives and Consumers of the Company's Products
3. Member Companies as they operate in the marketplace
4. Individual Complainants, the DSA Code Administrator, and DSA Member Companies.

**WFDSA CODE OF ETHICS**

As adopted by the WFDSA Board of Delegates on September 16, 2025.

**1. GENERAL**

**1.1 SCOPE**

The Code contains sections entitled, "Conduct for the Protection of Consumers," "Conduct



Between Companies and Direct Sellers,” and “Conduct Between Companies.” These three sections address the various interactions across the spectrum of direct sales. The Code is designed to assist in the satisfaction and protection of Consumers, promote fair competition within the framework of free enterprise and enhance the public image of Direct Selling.

The WFDSA Code of Ethics (the “WFDSA Code”) establishes a set of minimum ethical requirements and standards that every Direct Selling Association (“DSA”) must comply with to join and remain a member of WFDSA. While the WFDSA Code is not a law, it provides the foundational framework for ethical conduct within the industry. DSAs can go above and beyond these minimum requirements in their own DSA codes to address specific national or regional considerations.

Compliance and regular certification with the provisions of the WFDSA Code is mandatory for DSAs, and any company seeking membership in a DSA must also adhere to the WFDSA Code’s principles. These requirements ensure that all members uphold trust, fairness, and integrity, setting a standard of ethical excellence for the global direct selling industry.

## 1.2 GLOSSARY OF TERMS

**FOR THE PURPOSES OF THE CODE, CAPITALIZED TERMS NOT ELSEWHERE DEFINED SHALL HAVE THE FOLLOWING MEANINGS:**

- **Code Administrator:** The independent person or body appointed by a DSA to monitor a Company’s compliance with the DSA Code and to resolve complaints under the DSA Code.
- **Company:** A business entity that (i)utilizes a Direct Selling method of sales to market some of or all its Products, and (ii) is a member of a DSA.
- **Consumer:** Any person who purchases and consumes Products from a Direct Seller or a Company.
- **Digital Transaction:** Sales of goods or services through online/electronic/digital means, including sales via company websites, social media, e-commerce, and any other related legal means with the purpose of receiving commission, bonus or any other economic advantage.
- **Direct Seller:** A person or entity who is entitled to buy, sell and/or promote the Products of a Company and who builds personal relationships with customers to provide personalized recommendations based on consumer need. Direct Sellers market consumer products and/or services directly to Consumers away from a permanent, fixed retail location, including homes, online, or through social gatherings (e.g., parties or events) usually through the explanation or demonstration of products and/or services. A Direct Seller may be an independent commercial agent, independent contractor, independent dealer or distributor, employed or self-employed representative, or any other similar sales representative of a Company.
- **Direct Selling Association (DSA):** A formal national association of Companies that is



recognized by and is a member of the WFDSA.

- **Marketable Goods:** include those products purchased by an independent seller that are unused, in good condition, and still in the original packaging, contain the original seals, and are not beyond the product's stated expiration date. Marketable goods exclude seasonal products, discontinued products, special promotional products or customized products, which were stated, at the time of purchase, to be non-returnable.
- **Order Form:** A printed, online or written document confirming details of a Consumer order and providing a sales receipt to the Consumer. In the case of Internet purchases, a form containing all terms of the offer and purchase shall be provided in a printable or downloadable format.
- **Product:** Tangible and intangible consumer goods and services.
- **Recruiting:** Any activity conducted for the purpose of assisting a person to become a Direct Seller.

### 1.3 COMPANIES

Companies pledge to adopt and enforce a Code of Conduct that incorporates at minimum provisions of this Code as a condition of admission and continuing membership in the DSA. Companies also pledge to publicize the Code, its general terms as they apply to Consumers and Direct Sellers, and information about where Consumers and Direct Sellers may obtain a copy of this Code.

National DSAs pledge to adopt, publicize, and enforce a DSA Code – binding on their members - substantially incorporating the provisions of the WFDSA Code, unless such provisions are in violation of local law, and undergo regular certification as outlined by WFDSA to maintain status.

### 1.4 DIRECT SELLERS

Direct Sellers are not bound directly by this WFDSA Code, but, as a condition of membership in the Company's distribution system, shall be required by the Company with whom they are affiliated to adhere to the Rules of Conduct of this WFDSA Code.

### 1.5 SELF-REGULATION

The WFDSA Code is much more than a set of rules. It is intended to provide guidance about the ethical behavior expected from Companies and Direct Sellers that conforms with or exceeds applicable legal requirements and includes requirements for regular certification as outlined by WFDSA as a condition of membership, with the goal of ensuring ethical business operations and consumer protection. Non-observance of the WFDSA Code does not create any civil law responsibility or liability. With termination of its membership in the WFDSA, a DSA is no longer bound by the WFDSA Code.

However, the provisions of this Code remain applicable to events or transactions that occurred during the time a DSA was a member of the WFDSA.



## **1.6 LOCAL REGULATIONS**

Companies and Direct Sellers must comply with all applicable requirements of the law in any country in which they do business. Therefore, this Code does not restate all legal obligations; compliance by Companies and Direct Sellers with laws that pertain to Direct Selling is a condition of acceptance by, or continuing membership of, a DSA.

However, the requirement of a DSA Code to substantially embody the provision of this WFDSA Code applies unless otherwise prohibited by local law. In the event of a conflict between local law and this WFDSA Code or a DSA Code, the requirements of local law shall apply.

## **1.7 EXTRATERRITORIAL EFFECT**

Every national DSA pledges to require each member, as a condition to admission and continuing membership, to comply with the WFDSA Global Code of Ethics regarding direct selling activities outside a member's home country, unless those activities are under the jurisdiction of Codes of Ethics of another country's WFDSA-affiliated DSA to which the member also belongs.

Should a Company be the subject of a Code Complaint in a country in which it is not a member, the Company must accept jurisdiction of the Code Administrator in its home country (or if the Company is not a member in its home country, any country in which it is a DSA member) and shall bear reasonable costs incurred by the Code Administrator associated with resolution of the Complaint.

Moreover, the Code Administrator of the home country may coordinate with the Code Administrator (if one exists) of the complainant's country and, in evaluating the alleged Code Complaint, apply, in order of priority:

- (i) the standards of the Code of Ethics in the country in which the complaint is filed, or;
- (ii) the standards of the Code of Ethics in the subject company's home country, or;
- (iii) at a minimum, the standards set forth in the WFDSA Global Code of Ethics.

## **2. CONDUCT FOR THE PROTECTION OF CONSUMERS**

### **2.1 PROHIBITED PRACTICES**

Direct Sellers shall not use misleading, deceptive or unfair sales practices as defined by prevailing national laws and additional practices identified by the local DSA.

### **2.2 IDENTIFICATION**

At the initiation of a sales presentation or the first onboarding with a potential Direct Seller or Consumer, Direct Sellers and Direct Seller's associates shall, without request, truthfully and clearly identify themselves, the identity of their Company, the nature of their Products, and the purpose of their engagement with the prospective Consumer or Direct Seller.



### **2.3 EXPLANATION AND DEMONSTRATION**

Companies and Direct Sellers shall offer Consumers accurate and complete Product explanations and demonstrations regarding price and, if applicable, credit terms, terms of payment, a cooling-off period, including return policies. terms of guarantee, after-sales service, and delivery dates. Direct Sellers shall give accurate and understandable answers to all questions from Consumers. To the extent claims are made with respect to product efficacy, Direct Sellers shall make only those verbal or written product claims that are authorized by the Company.

### **2.4 ORDER FORM**

A written Order Form shall be delivered or made available to the Consumer at or prior to the time of the initial sale. In the case of a sale made via mail, telephone, the Internet, or similar non-face-to-face means, a copy of the Order Form shall have been previously provided, or shall be included in the initial order, or shall be provided in printable or downloadable form via the Internet. The Order Form shall clearly identify the Company and the Direct Seller and contain the full name, permanent address, telephone number and email of the Company or the Direct Seller, and all material terms of the sale.

Terms of a guarantee or a warranty; details and limitation of after-sales service; the name and address of the guarantor; the duration of the guarantee; and the remedial action available to the Consumer shall be set out clearly in the Order Form or other accompanying literature provided with the product. All terms shall be clear and legible.

### **2.5 LITERATURE**

Promotional literature, advertisements and mailings shall not contain product descriptions, claims, photos or illustrations that are deceptive or misleading. Promotional literature shall contain the name and address or telephone number and email of the Company and may include the telephone number of the Direct Seller. Digital advertisements should contain appropriate contact information.

### **2.6 TESTIMONIALS**

Companies and Direct Sellers shall not use any testimonial or endorsement that is unauthorized, untrue, obsolete, misleading or otherwise inapplicable, unrelated to the offer or used in any way likely to mislead the Consumer.

### **2.7 FALSE OR MISLEADING STATEMENTS**

Companies and Direct Sellers shall not use comparisons which are misleading. Points of comparison shall be truthful, accurate, fair and substantiated. Companies and Direct Sellers shall not unfairly characterize any Company, Business or Product, directly or by implication.

Companies and Direct Sellers shall not take unfair advantage of the goodwill attached to the trade name and symbol of another Company, business or product.



## **2.8 COOLING-OFF AND RETURN OF GOODS**

Whether or not it is a legal requirement, Companies and Direct Sellers shall offer to Consumers a written, clearly stated, reasonable, and specific period of time applicable to all modes of sales offered by a Company, within which a Consumer may cancel an order and return for a refund any Products already delivered, provided such goods are as marketable as new.

Limitations or exemption from the obligation to provide such a right to cancel and return Products may be allowed only in limited cases explicitly allowed by national law.

## **2.9 RESPECT OF CONSUMER PRIVACY**

Direct Sellers shall make personal, telephone, or digital contact with Consumers and prospective Consumers only in a reasonable manner and during reasonable hours to avoid intrusiveness. A Direct Seller shall discontinue a demonstration or sales presentation immediately upon the request of the Consumer or prospective Consumer.

Direct Sellers and Companies shall take such steps as may be required under applicable law to ensure the protection of personal information provided by a Consumer or a potential Consumer, including collecting, using, and keeping personal information only with a legal basis to do so (e.g., as may be applicable, consent, legitimate interest, contractual necessity, etc.), informing Consumers and prospective Consumers of the reasons for data collection through required privacy notices, offering required opt-in and opt-out options, minimizing data collection, implementing and updating technical and organizational safeguards.

## **2.10 FAIRNESS**

Direct Sellers shall respect the lack of commercial experience of Consumers. Direct Sellers shall not abuse the trust of individual consumers, or exploit a Consumer's age, illness, lack of understanding or unfamiliarity with a language.

## **2.11 REFERRAL SELLING**

Companies and Direct Sellers shall not induce a person to purchase goods or services based upon the representation that a Consumer can reduce or recover the purchase price by referring prospective customers to the Direct Sellers for similar purchases, if such reductions or recovery are contingent upon some uncertain, future event.

## **2.12 DELIVERY**

Companies and Direct Sellers shall fulfill Consumer orders in a timely manner and in accordance with clear policies on timelines.

## **2.13 DISPARAGING CLAIMS**

No member shall make claims or condone claims being made by others in relation to the sales or marketing plans of other Members to the extent that such claims do not comply



with the provisions of applicable laws and regulations of the market where the Member does business or would constitute unfair competition or deceptive practice under such laws and regulations.

### **3.0 CONDUCT TOWARD DIRECT SELLERS**

#### **3.1 DIRECT SELLERS' COMPLIANCE**

Companies shall require their Direct Sellers, as a condition of participation in the Company's compensation plan, to comply with the standards of the DSA Code.

#### **3.2 RECRUITING**

Companies shall not use misleading, deceptive or unfair engagement practices in their interactions with prospective or existing Direct Sellers. All promotions of a Company's business to prospective and existing Direct Sellers must be truthful, accurate, and not misleading.

#### **3.3 BUSINESS INFORMATION**

Information provided by Companies to prospective or existing Direct Sellers concerning the opportunity and related rights and obligations shall be accurate and complete. Companies shall not make any factual representation to a prospective Direct Seller that cannot be verified or make any promise that cannot be fulfilled.

Companies shall not present the advantages of the selling opportunity to any prospective recruit in a false or deceptive manner.

#### **3.4 EARNINGS AND ACCOUNTS**

Companies shall provide Direct Sellers with periodic accounts concerning, as applicable, sales, purchases, details of earnings, commissions, bonuses, discounts, deliveries, cancellations and other relevant data, in accordance with the company's arrangement with the Direct Sellers. All monies due shall be paid and any withholdings made in a commercially reasonable manner.

Earnings paid to Direct Sellers shall be derived from sales of products or services to consumers. Earnings of Direct Sellers may be based on the sales and personal consumption by the Direct Sellers and their downlines.

Direct Sellers shall not receive earnings for:

- (i) the act of recruiting other Direct Sellers into a sales system (except that companies may provide Direct Sellers with minimal incentives which are in accordance with local law)
- (ii) mandatory purchase of products, and
- (iii) advertising materials, training or training materials by a new Direct Seller.

#### **3.5 EARNINGS CLAIMS**



1. Companies and Direct Sellers shall not misrepresent the actual or potential sales or earnings of their Direct Sellers.
2. Earnings representations and sales figures must be: (a) truthful, accurate, and presented in a manner that is not false, deceptive, or misleading, and (b) based upon documented and substantiated facts in the relevant market.
3. Potential direct sellers must:
  - (a) be informed that actual earnings and sales will vary from person to person and will depend upon the skills of the seller, the time and effort put in and other factors.
  - (b) be provided with information about earnings potential to the extent and in such format as is required by local law.

### **3.6 RELATIONSHIP**

Companies shall provide to their Direct Sellers either a written agreement to be signed by both the Company and the Direct Seller or contractually enforceable downloadable electronic statement, containing all essential details of the relationship between the Direct Seller and the Company. Companies shall inform their Direct Sellers of their contractual obligations, including any applicable licenses, registrations and taxes.

### **3.7 FEES**

Companies and Direct Sellers shall not require Direct Sellers or prospective Direct Sellers to pay more than reasonable fees (according to local market) for any of the following: entrance fees, training fees, franchise fees, fees for promotional materials or other fees related solely to the right to become or remain a participant in the company's distribution system.

No company shall require product purchases as part of the application process unless included in the starter kit. However, where not prohibited by law, mandatory purchase of a starter kit is permitted.

Any required fees charged to become or remain a Direct Seller including any required additional service offered by the company (e.g., online training, eCommerce or other internet solutions, shipment costs) shall be fully refundable (less any commission earned by the Direct Seller) in the event the Direct Seller terminates his/her distributorship within 30 days of payment. The refundable fees are limited to those paid by the Direct Seller in the 30 days prior to the distributor's termination.

Any commissions paid on fees charged to become or stay a Direct Seller, which are, in effect, remuneration for recruiting Direct Sellers into a sales system, shall be prohibited.

### **3.8 RESPECT OF PRIVACY OF DIRECT SELLERS**



Companies and Direct Sellers shall contact Direct Sellers and prospective Direct Sellers only in a reasonable manner and during reasonable hours to avoid intrusiveness.

Direct Sellers and Companies shall take such steps as may be required in accordance with applicable law to ensure the protection of personal information provided by a Direct Seller or prospective Direct Seller, including, e.g., collecting, using, and keeping personal information only with a legal basis to do so (e.g., as may be applicable, consent, legitimate interest, contractual necessity, etc.), informing Consumers and potential Consumers of the reasons for data collection through required privacy notices, offering required opt-in and opt-out options, minimizing data collection, implementing and updating technical and organizational safeguards.

### **3.9 INVENTORY LOADING AND REPURCHASE**

Companies shall not require or encourage Direct Sellers to purchase product inventory in unreasonably large amounts. Companies shall take reasonable steps to ensure that Direct Sellers who are receiving compensation for downline sales volume are either consuming or reselling the Products they purchase to qualify to receive compensation.

If requested upon cessation of a Direct Seller's relationship with a Company, Companies shall buy back any unsold, marketable Product inventory, promotional material, sales aids and kits, purchased within the previous twelve months and refund the Direct Seller's original cost, less a handling charge to the Direct Seller of up to 10% of the net purchase price. The Company may also deduct the cost of any benefit received by the Direct Seller based on the original purchase of the returned goods. This inventory repurchase policy must be clearly communicated to Direct Sellers.

### **3.10 OTHER MATERIALS**

Companies shall prohibit Direct Sellers from marketing to other Direct Sellers any materials that are not approved by the Company and that are inconsistent with Company policies and procedures.

Further, Direct Sellers who sell company- approved legally allowed promotional or training materials, whether in hard copy, electronic, or any other form, shall (i) offer only materials that comply with the same standards to which the Company adheres, (ii) be prohibited from making the purchase of such materials a requirement of other Direct Sellers, (iii) provide sales aids at a reasonable and fair cost, without any significant profit to the direct seller, equivalent to similar material available generally, in the marketplace, and (iv) offer a written return policy that is the same as the return policy of the Company the Direct Seller represents.

Companies shall take diligent, reasonable steps to ensure that sales aids and similar materials produced by Direct Sellers comply with the provisions of this Code and are not misleading or deceptive.



Compensation received by Direct Sellers for sales of training and promotional materials to become or stay a Direct Seller which is, in effect, remuneration for recruiting Direct Sellers into a sales system, shall be prohibited.

### **3.11 DIRECT SELLER TRAINING**

Companies shall provide adequate training to enable Direct Sellers to operate ethically.

## **4. CONDUCT BETWEEN/AMONG COMPANIES**

### **(a) INTERACTION**

Member Companies of DSAs shall conduct their activities in the spirit of fair competition towards other members.

### **(b) ENTICEMENT**

Companies and Direct Sellers shall not entice away or solicit any Direct Sellers in a way that is contrary to relevant local laws.

### **(c) DISPARAGEMENT**

Companies shall not use any method of unfair competition or deceptive practice to describe or characterize another Company's Products, its sales and marketing plan or any other feature of another Company

## **5. CODE ENFORCEMENT**

### **(a) COMPANIES' RESPONSIBILITIES**

The primary responsibility for compliance with the DSA Code by the Company and its Direct Sellers shall rest with each Company. The Company shall further have the responsibility to implement and enforce standards set forth in such DSA Code with respect to the activities of Direct Sellers. In case of any breach of the DSA Code, Companies shall make every reasonable effort to satisfy the complainant.

### **(b) CODE ADMINISTRATOR**

DSA shall appoint an independent person or body as DSA Code Administrator. The DSA Code Administrator shall monitor Companies' observance of the DSA Code by appropriate actions and shall be responsible for complaint handling and a set of rules outlining the process of complaint resolution. The DSA Code Administrator further is required to complete annual certification requirements as outlined by WFDSA and stay abreast of key updates either to local law or Association policies and ethics as relevant.

The DSA Code Administrator shall settle any unresolved complaints of Consumers based on breaches of the DSA Code.

The Code Administrator, upon finding a member company has engaged in false, misleading or deceptive recruiting practices, may employ any appropriate remedy to



ensure any complainant shall not incur significant financial loss as a result of such prohibited behavior, including but not limited to requiring such member company to repurchase any and all inventory, promotional materials, sales aids and/or kits which a complainant has purchased.

The DSA Code Administrator shall not be authorized to make observations of law or legal conclusions but shall be empowered to interpret and apply the DSA Code.

**(c) REMEDIES**

The DSA Code Administrator may require the cancellation of orders, return of products purchased, refund of payments or other appropriate actions, including warnings to Direct Sellers or Companies, cancellation or termination of Direct Sellers' contracts or other relationships with the Company, and warnings to Companies.

Following an unsuccessful appeal by a Company under a DSA's process for review of a Code Administrator's conclusions, the subject Company must comply with the Code Administrator's requirements or be subject to discipline in accordance with the applicable DSA Code.

**(d) COMPLAINT HANDLING**

DSA and the DSA Code Administrator shall establish, publicize and implement complaint handling procedures to ensure prompt resolution of all complaints.

Companies shall also establish, publicize and implement complaint handling procedures under their individual complaint handling processes to ensure prompt resolution of all complaints.

**(e) PUBLICATION**

All Companies are required to publicize the DSA's Code of Ethics to their Direct Sellers and consumers.

**EXPLANATORY PROVISIONS**

**COOLING-OFF AND RETURN OF GOODS**

The DSA Code Administrator has the authority to make a determination of what is a deceptive, unlawful or unethical consumer or recruiting practice under the Code using prevailing legal standards as a guide. Compliance with any particular law, regulation or DSA Code of Ethics provision is not a defense to such a determination by the DSA Code Administrator that a practice is deceptive, unlawful, or unethical. For example, in a sale to a consumer, compliance with the law does not bar the DSA Code Administrator from making a determination that a particular sales practice is deceptive, unlawful, or unethical and that a refund or compensation is required.



## **DIRECT SELLER TRAINING**

Ethics training may be accomplished through in-person training sessions, online training sessions, written manuals or guides, or audio-visual materials, with certification of completion predicated on successful passing and updated regularly. It is anticipated that Companies shall endeavor to provide ethics training at no or little cost. In any case, Companies should not use ethics training programs as profit centers. It is recognized that ethics training may be provided as part of a broader training regimen, which may have some cost.

### **The DSA Code of Ethics requirements for any training materials are:**

1. Materials must be approved by the Company.
2. Direct sellers may not require downlines to purchase materials.
3. Materials must be fairly-priced.
4. Materials must come with a written return policy.

## **DISTANCE SELLING**

While “distance communications” (e.g., Internet sales) are generally not considered “direct selling,” subsequent or repetitive transactions engaged in by a direct seller are meant to be covered by the Code, regardless of whether they are distance selling.

## **EXTRATERRITORIAL EFFECT**

This provision is intended to promote uniformity of ethical business practices, standards and behavior on a global basis. Should a Company choose not to be a member of another country’s DSA, membership in the home country DSA or another DSA will guarantee that some standard will apply in the other jurisdiction. When engaging in Direct Selling activities outside of this country, each Company agrees to comply with the provisions of the Code of the other country’s DSA (if a member).

It is envisioned that if a Company is not a member of the other Country’s DSA, the Company agrees to comply with the provisions of the DSA Code in which the Company is headquartered (if a member of that country’s DSA). If the Company is not a member of the DSA in which it is headquartered, the Company agrees to comply with the provisions of this Code or any DSA country Code to which it belongs.

## **INVENTORY**

This section is not meant to create additional administrative burden on those Companies that do not require and do not encourage inventory purchase in any amount but have a business model where the Direct Sellers purchase Products only after they have received Consumer orders for Products. The following should be considered when determining the appropriate amount of Product inventory: the relationship of inventory to realistic sales possibilities, the nature of competitiveness of the Products and the market environment, and the Company’s



Product return and refund policies.

**RELATIONSHIP**

The term “written agreement” includes documents provided electronically, so long as those documents are printable or in downloadable form via the internet.



## **Q&A**

### **Who are direct sellers?**

Persons or entities that are entitled to buy and/or sell the products of a Company and market those products directly to consumers away from a fixed location.

### **Are direct selling companies required to comply with the DSA Code of Ethics?**

Yes, Companies that are members of the Direct Selling Association pledge to adopt, enforce and publicize the DSA Code of Ethics, and are required to successfully complete and pass regular certification as determined by WFDSA to remain members in good standing

### **Is the DSA Code of Ethics the same as a law?**

No, the DSA Code of Ethics is not the same as the local law. It provides for ethical behavior that in most cases exceeds local legal requirements. Companies and direct sellers are also required to comply with local regulations in all countries where they operate.

### **What information must be included on the order form?**

The order form must clearly identify the Company and the Direct Seller. It must contain the full name, permanent address, email address and telephone number of the Company or the Direct Seller and all material terms of the sale.

### **What is a “cooling-off” period?**

A cooling-off period is a specified amount of time in which the customers may cancel an order without any specific reason. All Direct Selling Association Member Companies and affiliated direct sellers must offer a cooling-off period whether or not it is a legal requirement.

### **Are Direct Sellers required to comply with the DSA Code of Ethics?**

Direct sellers are indirectly bound by the DSA Code of Ethics in the countries where their Company sells products. They are required by the DSA member Company to adhere to the DSA Code of Ethics.

Companies and Direct Sellers must not misrepresent actual or potential sales or earnings when describing the earnings opportunity to prospective or existing Direct Sellers. Any earnings or sales representations must be based upon documented facts.

### **Who enforces the DSA Code of Ethics?**

Each Company is responsible for complying with the DSA Code of Ethics. In addition, an independent DSA Code Administrator monitors each Company’s observance of the DSA Code of Ethics and is responsible for resolving complaints.