

## Distributors Targeted as FTC Refers COVID-19 Claims to DOJ

Current and former high-level doTERRA wellness advocates agree to civil penalties and injunctions

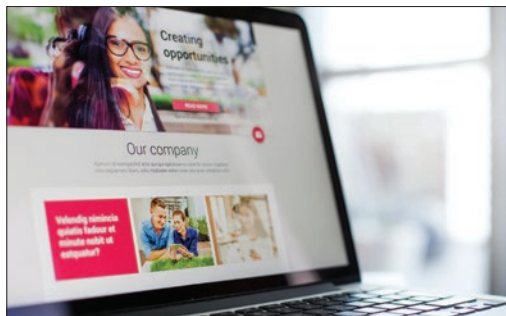


The U.S. Department of Justice (DOJ), together with the Federal Trade Commission (FTC), announced on March 3 permanent injunction orders and civil penalty judgments against three current and former distributors for doTERRA International LLC. doTERRA, a Utah-based direct seller founded in 2008, markets essential oils, health supplements and personal-care products.

The government actions were in response to allegedly deceptive COVID-19 product claims made in public webinars by the high-ranking distributors in January 2022. The distributors—a California-based pediatrician, a Georgia-based nurse practitioner, and a Utah-based former registered nurse—allegedly promoted their products to prevent, reduce the

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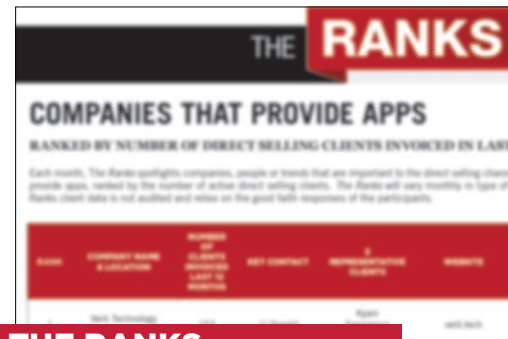


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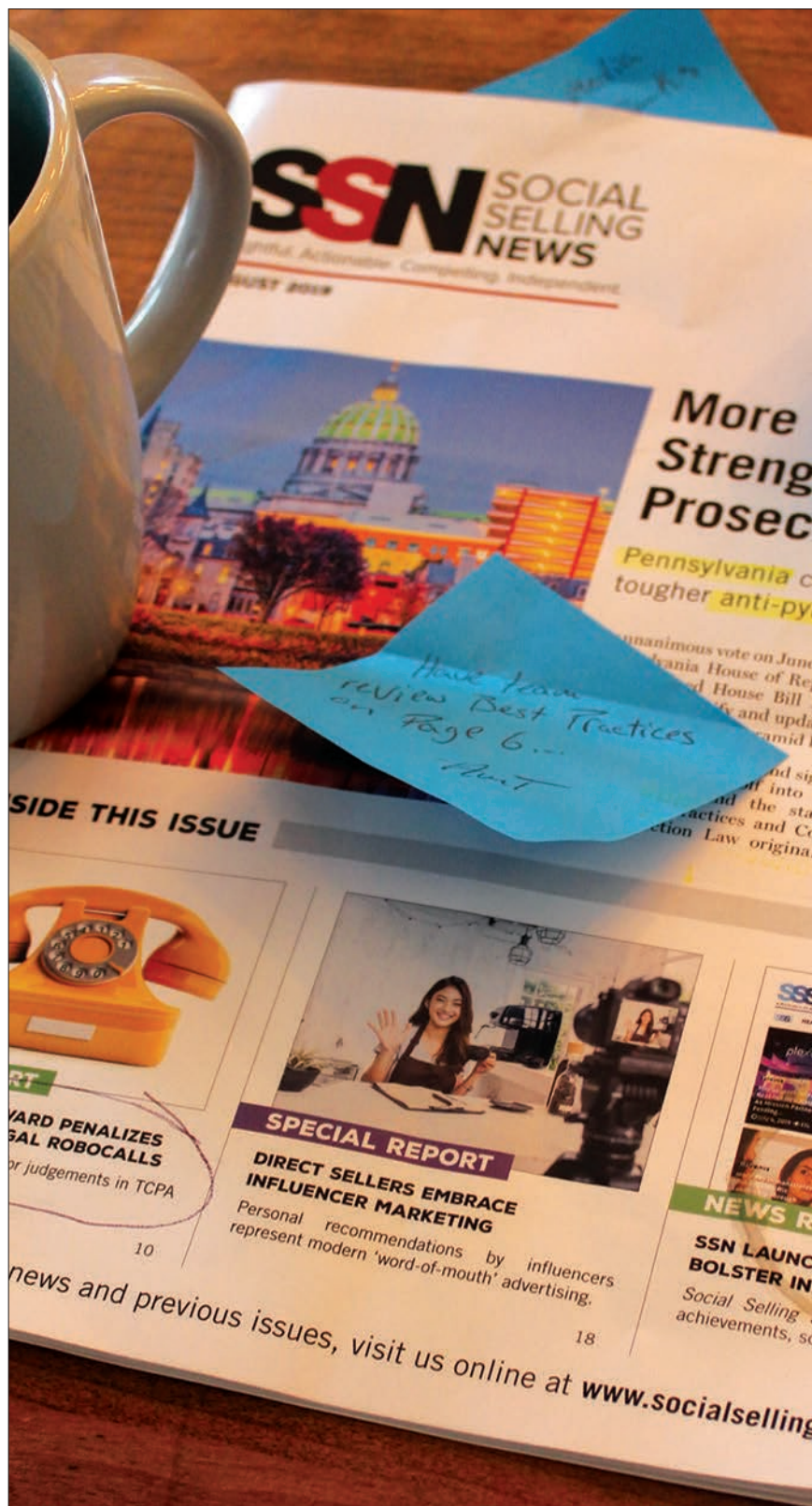
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**PUBLISHER'S NOTE**

## Reflections on DSLC 2023

Tackling the challenges of direct selling with authenticity

Hello all!

I hope that everyone is enjoying the gradual return to warmer weather and that you had a nice Spring Break with your families. It was absolutely fantastic getting to see so many of you in beautiful Salt Lake City at the 2023 Direct Selling Leadership and Compliance Summit (DSLCL).

This is my favorite event of the year, because the enthusiasm and energy of the participants and speakers translate to such honest and fearless discussions about the future of direct selling—what we are doing right and, more importantly, where we need to improve, change and adapt.

The landscape is changing on so many levels—with demographic shifts, technology advances providing new training and selling tools for the field, the incorporation of AI into backoffices as well as salesforce platforms and, of course, the continued growth and diversification of social media and social commerce tools.

The panel conversations this year provided a clear-eyed and insightful look at the current state of direct selling, including the regulatory challenges on the horizon as well as honest discussions about novel marketing strategies that are now being tested and implemented throughout the channel. I was excited to hear about evolving philosophies on comp plans and the shared belief amongst company leaders that simplification is key.

The most inspiring part of the conference for me was the discussions about authenticity that seemed to permeate so many of the panel sessions. Whether the topic at hand was C-Suite integrity, field engagement, sales and recruitment strategies, or lessons from top field leaders, the conversations would inevitably come back to the importance of authenticity.

I believe that if direct selling executives and distributors alike can continue to incorporate

authenticity into all aspects of their business plans, not only will top-line sales benefit, but the channel's reputation will be transformed.

Finally, I want to thank each person, both company execs and suppliers, that took the time to speak with me individually about your vision for the future of direct selling, the unique aspects of your companies, and your feedback and suggestions for *Social Selling News*.

Conversations like these are the fuel for improvement, innovation and positive disruption. I am grateful for your friendship and shared wisdom and am already looking forward to DSLC 2024.

With gratitude,



DAVID BLAND

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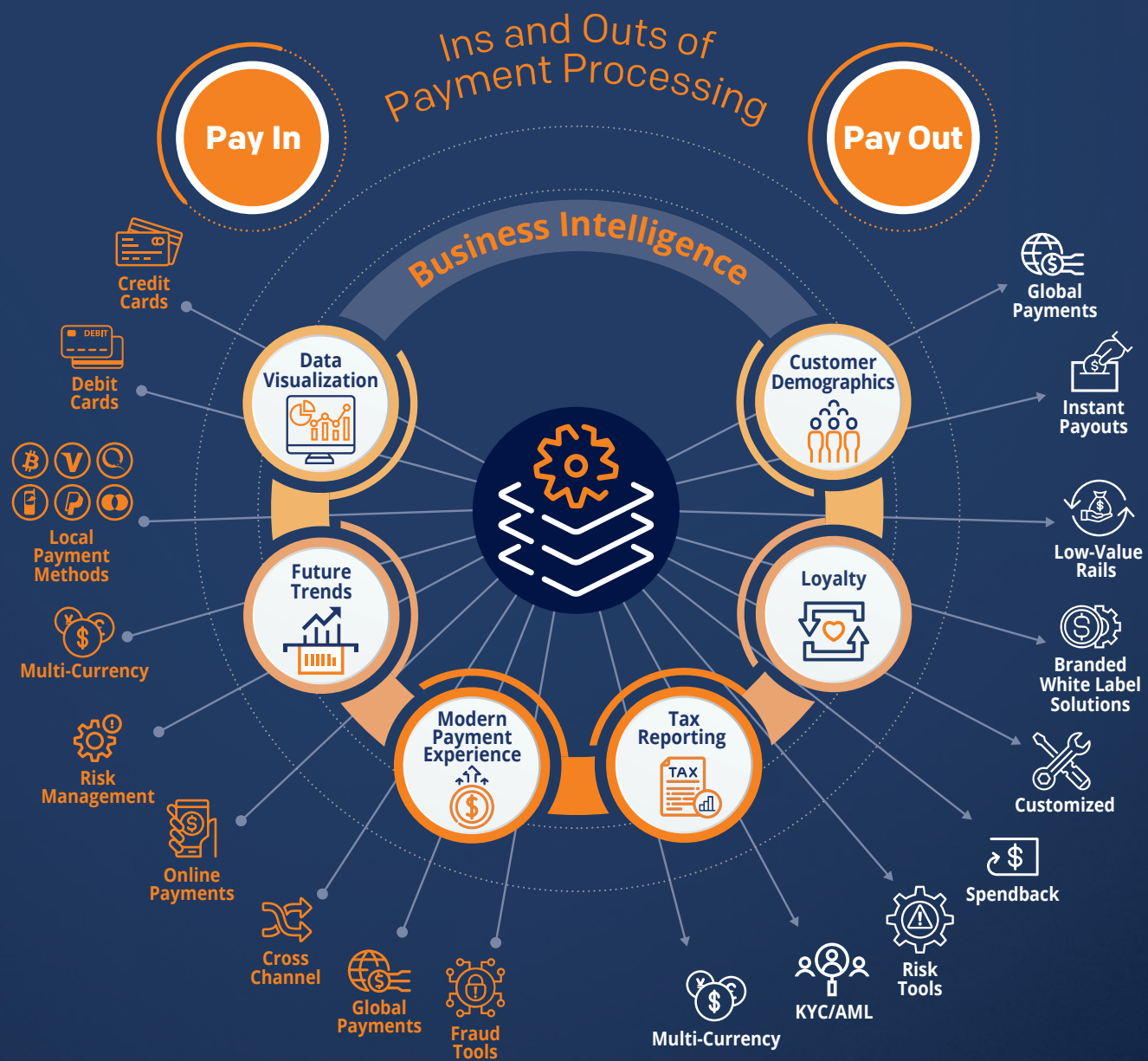
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## COVER STORY ▶▶

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severity of, or cure COVID-19 and Long COVID-19. The doTERRA representatives also made claims about counteracting negative side effects of the COVID-19 vaccine.

#### Company Reps Allegedly in Violation of the COVID-19 Protection Act

Passed in December 2020, the COVID-19 Protection Act “makes it unlawful under Section 5 of the Federal Trade Commission Act for any person, partnership, or corporation to engage in a deceptive act or practice in or affecting commerce associated with the treatment, cure, prevention, mitigation, or diagnosis of COVID-19 or a government benefit related to COVID-19. The Act provides that such a violation shall be treated as a violation of a rule defining an unfair or deceptive act or practice prescribed under Sec. 18(a)(1)(B) of the FTC Act.”

The FTC’s March statement alleged that the Georgia-based nurse practitioner, a Diamond-level distributor, made health claims such as the ingredients in one product “have had some great studies behind them as far as helping with COVID, post-inflammatory response and viral replication,” and that another product could help prevent or treat Long COVID-19 “because of the oils in there like tangerine and cilantro, which help the body detox and also repair.”

The Utah-based registered nurse, also a Diamond-level distributor at the time of the webinars in question, allegedly claimed that there is “amazing research on essential oils that inhibit the SARS-CoV-2 spike protein” relating to chemical compounds that are “in several of our oils.”

**The FTC, in my opinion, is going to continue to push on egregious misleading claims no matter the form; I do not think their enforcement efforts will be limited to COVID-type claims.**

— Katrina Eash, Partner, Winston & Strawn LLP

According to the Commission’s statement, the California-based pediatrician and Blue Diamond-level distributor allegedly claimed that her products were a part of “COVID prevention basics” and “pediatric prevention/support for COVID.”

She also claimed that “...there’s lots of studies that show that oregano is effective against a coronavirus, which is the family that COVID is in,” and that “...lemon and geranium essential oil inhibit the mRNA transcription of the virus.”

Each of the three defendants agreed to pay \$15,000 in civil penalties and to permanent injunctive relief requiring them to:

- Stop making unfounded COVID-19 claims, including the claim that a product can prevent, cure, or treat COVID-19 unless the Food and Drug Administration has approved the claim.

- Back up any health claims with human clinical testing to establish scientific proof. The defendants are also prohibited from misrepresenting that a product’s benefits are scientifically or clinically proven.

The Commission voted unanimously (4-0) to refer the complaints to the DOJ and to approve the proposed consent decrees. The DOJ filed the complaints and proposed decrees in U.S. District Court in the Northern District of Georgia, the District of Utah, and the Central District of California.

#### DoTERRA Warned in 2020 About Distributor Claims

The recent joint FTC and DOJ actions came three years after an April 2020 warning letter from the FTC alerting doTERRA about COVID-19 claims being made by its distributors as well as misrepresentations about opportunities for “substantial income” as doTERRA business opportunity participants.

The 2020 letter cited several essential oil marketing claims including “immunity boosters,” COVID-19 prevention hashtags as well as a claim that “all we need to do to beat corona virus, we need to take more alkaline foods that are above pH level of the virus.”

The letter concluded by reminding the natural products company that it would be held responsible for the claims of its business opportunity participants and representatives.

#### DoTERRA Resolves DSSRC Inquiry in 2021

In 2019 the Direct Selling Self-Regulatory Council (DSSRC) initiated an inquiry regarding



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several health and income claims made on the social media pages of some doTERRA distributors. The company responded by contacting the independent representatives to remove the problematic posts as well as working to remove unauthorized statements from former distributors.

According to the DSSRC's report, doTERRA confirmed that it would "engage its distributor compliance program by: (i) actively monitoring and removing distributor non-compliant claims from the marketplace; (ii) using appropriate intellectual property rights and remedies to address distributor and former distributor non-compliant claims; and (iii) employing contractual enforcement mechanisms to help distributors be compliant."

The Council recognized that doTERRA acted immediately to remedy the deceptive claims and acknowledged that the claims made by its salesforce members did not comply with the Company's Policy and Procedures.

The DSSRC determined that doTERRA had taken good faith actions to remove product performance and earnings claims and closed its case on Nov. 8, 2021.

**Companies Encouraged to Remind Representatives of the Risks of Making Deceptive Claims**

Legal advisors working with direct selling companies are urging their clients to use

**The FTC has made increasingly clear the last few years that they will hold individual distributors and even corporate executives liable. Enforcement actions, settlements, and comments to DSA in public and private forums have reinforced this view.**

— Brian Bennett, Senior Vice President Government Affairs & Policy, DSA

the examples of the recent FTC targeting of network marketing distributors to emphasize the importance of marketing both products and business opportunities within the guidelines set by the Commission.

"These types of actions are a good tool for direct selling companies to remind their field that they need to comply with the policies and procedures. The field cannot make misrepresentations, and if they do, they will be held responsible," says Katrina Eash, partner, Winston & Strawn LLP.

"Our clients have gone on record to advise their field not to talk about COVID-19," continues Eash. "They are advised that they cannot make claims about the prevention, treatment or cure of COVID-19. Most clients forbid mention of COVID all together."

Eash also suggests that the Commission's recent targeting of distributors will continue for all types of misleading and deceptive claims.

"The FTC, in my opinion, is going to continue to push on egregious misleading claims no matter the form; I do not think their enforcement efforts will be limited to COVID-type claims."

The Direct Selling Association (DSA) echoes the belief that the FTC's enforcement actions on companies and distributors will continue.

"The FTC has made increasingly clear the last few years that they will hold individual distributors and even corporate executives liable. Enforcement actions, settlements, and comments to DSA in public and private forums have reinforced this view," says Brian Bennett, senior vice president government affairs and policy, DSA.



David Bland is the publisher of Social Selling News.



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# Is Your Website a Potential Liability?

Ask these 3 questions about accessibility, consumer privacy and auto renewal requirements

By William M. Miller

In this digitally dependent world, the first contact that many consumers have with a company is through its website. As a result, more than ever, it is essential to have a website that complies with both United States and foreign laws, not only to safeguard potential and existing customers but also to avoid costly lawsuits that may result from non-compliance. Below are three questions every company should ask about its website.

**Ensuring that a website is accessible is particularly important as compliance, or lack thereof, is frequently the subject of litigation.**

## Is the Website Accessible to Individuals with Disabilities?

With a few exceptions, it is well established that any retail website doing business in the United States must be accessible to individuals with disabilities (particularly those that also do business through brick-and-mortar stores). As a practical matter, what this means is that the website must be coded to allow it to interface with screen reading software that enables a disabled person to access the website.

While there are no federal or state standards describing what needs to be done in order for a website to be accessible, the de facto standard (which has been used by the United States Department of Justice and approved by courts) is the Web Content Accessibility Guidelines (WCAG) 2.1.

The WCAG 2.1 Guidelines set technical standards that a website needs to meet to ensure that a screen reader will be able to interact with the website and allow a disabled person access.

In order to meet some level of the WCAG 2.1 guidance (most frequently WCAG 2.1 AA), companies without dedicated IT and website teams typically employ third-party consultants that can audit a website and advise on what steps are necessary to bring a site into compliance (if it is not already). The consultants can then recommend policies to be put in place so a website can maintain a level of compliance.

There are a variety of different methods consultants employ in order to bring a website into compliance, ranging from code-based solutions to application-based systems that act as an interface with screen readers.

Disability advocates believe that some methods of compliance are more effective than others. As a result, when choosing a method of compliance, it is important to evaluate the pros and cons of each before implementation.

Ensuring that a website is accessible is particularly important as compliance, or lack thereof, is frequently the subject of litigation. For a company doing business nationally, suits are often filed in California, New York or Florida, but they can be filed anywhere a company is doing business. These lawsuits can be difficult to defend if a business is not vigilant, as it is easy for a website to slip out of compliance.

This fact makes monitoring a website's compliance, and then suing over its deficiencies, profitable for enterprising plaintiffs. Frequently these types of matters are more cost-effective to resolve with an early settlement than they are to litigate, which has driven the rapid increase in these types of filings by plaintiffs' attorneys who are looking for a quick, easy "score."

Lawsuits regarding website compliance have recently faced increased scrutiny, particularly where there is no nexus to a particular physical location. There has long

been a split in the different federal Courts of Appeals regarding the issue of whether "online only" businesses are considered to be "places of public accommodation" within the meaning of Title III of the Americans with Disabilities Act (ADA).

Some courts believe a physical location is necessary, while others believe that the ADA applies regardless of whether the business has a brick and mortar storefront. Last summer, the California Court of Appeal took the more conservative approach, ruling that a website must have a nexus to a physical location in order for it to be considered a "place of public accommodation."

Of course, most direct selling businesses do not sell through brick and mortar locations, so it remains to be seen how the law might be applied to those businesses.

Unfortunately, what constitutes a physical location and a nexus to a physical location is arguable and will likely now be even more intensely litigated. Only time will tell, but this approach could prove to be an effective way of disposing of non-meritorious cases early in a lawsuit.

Regardless of the litigation risks, it is a sound strategy and a good investment for businesses to periodically evaluate their website compliance,

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## REAL PEOPLE. REAL STORIES.

Joni Rogers-Kante credits her commitment to consistency, devotion to family, and abiding faith to achieving success as a business and family woman. Joni has paved a path toward a life of abundance, and she devotes her life to empower others to find theirs, too.

For Joni, her company Senegence stands for more than its cutting-edge and highly desirable beauty products. Its cause-driven purpose is to promote more women

in business and care for communities in need through its nonprofit. Not only has Joni built a rewarding global business, she is also changing lives closer to home. Joni passionately protects rights of independent entrepreneurs in the direct selling industry and works to improve the economic lifeblood in her homestate of Oklahoma.

Joni believes accomplishment is unique for everyone, and we are all here with our own important purpose. She says a fulfilling life

is made with the four E's: *Earn, Evaluate, Evolve, and Explore*. And when we value and respect each other, we will all move forward together.

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IS YOUR WEBSITE A POTENTIAL LIABILITY, CONTINUED FROM 10

particularly if they have retail or physical locations, and ensure that they are accessible as required by law.

**Is the Company's Privacy Policy Up to Date, and Does It Comply with All Applicable Laws?**

Consumer privacy has become a critical issue over the past several years. Following the European Union's lead in passing the General Data Protection Regulation (GDPR), several U.S. states have passed robust and broad laws requiring businesses to take steps to protect a consumer's personal data. These requirements become even broader if a business sells or shares a consumer's data.

California has one of the most stringent consumer privacy statutes in the United States, and it has a broad reach. California's law applies to any business that interacts with California residents. Since the California Consumer Privacy Act (CCPA) was originally passed in 2018 it has been amended twice, with the most recent changes becoming mandatory on Jan. 1 (although enforcement will not begin until July).

Now typically referred to as the California Privacy Rights Act (CPRA), the law requires a company to include specific and robust language in its privacy policy and elsewhere, along with links and instructions that allow consumers to both opt out of having their personal information gathered, and to request what personal data a company has gathered.

While all the elements of compliance with the various regulatory schemes could each be the subject of articles on their own, the first question a company should ask is, what does its current

**Companies must keep up to date on developments in privacy regulation as more states join the rush to safeguard their citizens' privacy rights.**

privacy policy say, and is that policy compliant with the privacy laws in all of the jurisdictions in which it does business? A company's privacy policy, published on its website's home page, is the essential baseline document for compliance.

Companies must keep up to date on developments in privacy regulation as more states join the rush to safeguard their citizens' privacy rights. Though there has long been discussion over a federal statute that arguably could preempt state and local regulation, no such uniform standard is on the horizon.

Given the constantly shifting landscape, companies must be vigilant in ensuring that their privacy policies are up to date and that

their websites provide all of the various consents and opt-out options required under the law.

**If the Company Offers Auto-ship or Other Subscriptions, Does Its Website Comply with Federal and State Auto Renewal Laws?**

The federal government—through the Restore Online Shoppers Confidence Act (ROSCA)—as well as numerous states have laws on their books regulating how companies must disclose subscription-based services, including auto-shipment of products.

California's Auto Renewal Law (ARL), which has been on the books since 2010 (the same year that ROSCA was enacted), and which was most recently updated in July 2022, is one of the most robust laws in the country.

The ARL requires a variety of very specific disclosures to be made at the point of sale for any subscription, along with the requirement that an email and other follow-up be provided to ensure that the consumer knows how they can cancel the subscription.

In the case of California's statute, consumers must be given the opportunity to cancel at any time in the same way they signed up for the subscription in the first place (i.e., if a consumer signs up for auto-ship online, they have to be able to cancel online).

Though they differ in the details, other statutes from other jurisdictions are often to similar effect. Accordingly, compliance with auto renewal laws requires attention to detail, and the laws must be followed to make sure that the company complies with the latest guidance.

Each of the areas discussed above can become the basis for individual and collective liability, both directly and potentially through various consumer and disabled persons protection statutes. As a result, if the answer to any of these questions is "no," those issues should be promptly addressed in order to avoid potential liability.

SSN



William M. Miller is a shareholder with the Buchalter law firm and a senior member of the firm's Multilevel Marketing Industry Practice Group.

**It is a sound strategy and a good investment for businesses to periodically evaluate their website compliance, particularly if they have retail or physical locations, and ensure that they are accessible as required by law.**



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# Evolving Best Practices for Growth Through Social Media

Using social platforms to foster curiosity, engagement and authenticity

By Jenna Lang Warford

This is **Part 2** of our conversation about digital best practices that was first featured in the March 2023 Special Report. In that piece, contributor Jenna Lang Warford discussed “Digital Marketing’s Baseline for Growth.” Now, she will share more insights from channel executives about using social media to build community with distributors and customers.

Creating community on social media is a more complicated endeavor than creating brand recognition through savvy product placement and endorsements. Direct selling companies that crack the community code are using multiple platforms, incorporating comp plan tweaks and providing the field with strategic new training.

“After \$2.35B in sales in 2021, we grew by 23% in 2022. This year, our recruiting is up 89%, January over January,” says Gordon Hester, **PM International’s** general manager of sales for the U.S. and Canada.

“When a company’s sales go backwards, there’s a tendency to say, ‘Whoa, we need to figure this out.’ No, you need to figure out how to get your field engaged. You’re seeing more companies that say, ‘We’re going to control (customer engagement).’ And the reality is, that’s the complete opposite of what you should do.”

PM International is growing while other companies in the channel are struggling, and Hester believes there are several reasons.

“That PM is a great company and has a great story helps. But at the end of the day it’s because all our focus is on, ‘How do we help the

field be more successful?’ When you get them to believe and engage and get results, then things grow.”

Conversely, Hester believes if companies attempt strategies that are common but not distributor-focused, they can begin a downward spiral from which it can be difficult to recover. “If your answer is to take over, and you start talking about omnichannel and those types of solutions, what you’re telling the field is, ‘We’re looking at other options,’ and then they get nervous. They don’t want to work because they don’t trust it’s in their best interest to work.”

Then, Hester says, what ends up happening is that a company then experiences a pretty steep decline. “In my eight years on the operations side doing change management consulting, what I recognize is when you lose trust with the field,

that is the hardest obstacle to overcome. And that’s pretty much the standard I’m seeing in the channel right now.”

One of the strongest ways to grow is by helping the field identify and execute on effective social media strategy.

Efficacy in social media has been a moving target over the past three years, but Dana Fortune, vice president of marketing and sales initiatives at **4Life Research**, believes there are several best practices that can get the results companies are looking for.

“Oftentimes we see companies focusing on making their Distributors learn to become influencers,” Fortune says.

“And this really intimidates our distributors because if you take

a look at their demographic, it’s women ages 45 to 55. They take a look at their following of about 300 followers and think, ‘I can never do this business.’

“The mistake is that we’re not capitalizing on and really emphasizing that you don’t need tens of thousands of followers in order to be successful in direct sales,” she adds.

“You just have to take the 300 followers that you have, and develop relationships with them so much so that they feel comfortable coming to you because they genuinely want the product that you’re passionate about.”

## Getting Engagement on Social Media

Fortune believes it is key to observe what’s going on with platforms that have sparked a following. “If there’s one thing that BeReal has taught us, it’s that Gen Z—a highly sought-after demographic in this direct sales channel—truly appreciates authenticity. They no longer crave perfectly curated content and filters. They genuinely want realness.

“To deliver that, we need to stop putting on a front that we’re

all perfect on social media, showcasing only a specific side of your lifestyle. If we’re looking to focus our attention on this younger generation, we need to adapt and adopt what they’re doing in order to really speak to them.”

Doing that means taking more of an editorial approach, according to MultiBrain’s CEO, Scott Kramer. “Direct selling companies need to start thinking like journalists on the editorial side of the business, not the advertising and marketing side,” Kramer says.

“We need to create more editorial content for social media, not commercial content, not product and price. Companies have to stop thinking that social media’s about putting out a bunch of ads with links. (To get engagement) you have to make content create conversation and create storytelling.”

According to the Direct Selling Association’s last consumer survey, 46% of Americans would welcome contact from direct sellers regarding a business opportunity on social media.

Kramer believes that figure would be higher if companies showed

“You’re seeing more companies that say, ‘We’re going to control (customer engagement).’ And the reality is, that’s the complete opposite of what you should do.”  
— Gordon Hester, General Manager of Sales for U.S. and Canada, PM International

distributors how to do editorial content better.

“You can’t just throw stuff against the wall. You have to share some stories, share some commonalities, create a relationship. That’s where you find the opportunity.”

Fortune adamantly agrees. “Being too sales-y on social media is a big no-no.” To create the authenticity audiences are hungry for, she says, “It’s crucial to take your followers throughout your day and experiences with you, all while sprinkling in how your followers can use your company’s products on a daily basis or how you use your products on a daily basis.

“There’s no need to make claims on social media when posts curate curiosity—perhaps the Distributor showing themselves drinking an energy drink the company sells or stating that ‘It’s my go-to drink right now,’ or ‘It’s my mommy-go juice.’ Or perhaps showing themselves taking the company’s collagen with them when they travel,” she adds.

“This allows followers to reach out to ask what the Distributor is taking; a much stronger position than the Distributor saying, ‘Oh, buy this; I have the best collagen on the market right now. Purchase this right now!’ Fortune says.

“Instead, the scenario becomes, ‘I’m traveling next month. Can you

send me a link to your collagen since it’s easily packable?’ Then the Distributor can possibly private message back with a discount code that comes with their account.

“Because curiosity was generated, and the relationship was there, and now the promo code has been shared, it has become a win-win,” she continues. “Best of all, there’s no compliance involved, there’s no being too sales-y. It’s really refreshing to see sales come through on these digital platforms by using that strategy.”

Kramer adds, “The currency of social media is conversations. I think the new strategy is for Distributors to use tools like Reels and to potentially get themselves out there in any non-commercial way, to new people. Then when it’s time to really connect with them, it’s done over on Facebook or what’s coming up next is WhatsApp, a platform that’s having a really big growth spurt with more to come.

“Younger demographics are creating their own smaller communities in WhatsApp. Everything seems to be cocooning into these smaller communities or subsets of communities for chats and conversations.”

## Platform Matters

Kevin Raulston, CEO of **Global Direct Partners**, says that engagement is crucial and adds

CONTINUED ON PAGE 16



“The currency of social media is conversations.”  
— Scott Kramer, CEO, MultiBrain

EVOLVING BEST PRACTICES, CONTINUED FROM 15

that the type of platform is a pivotal component of how and whether engagement can be created. “Distributors can build a relationship or a following, and those are different things in my mind,” Raulston says.

“Facebook is more give and take, messaging back and forth. There’s some of that on Instagram. But for TikTok and the majority of Instagram, Distributors are posting up a picture, and if someone likes it, that’s cool. If they like the Reel, the Distributor appreciates it. But there’s not a reciprocal following-back when a post is liked; posters just continue with their day.”

Raulston believes the evolution of social media usage will quickly continue past what is currently common.

“I think social is going to be where we connect, but people will ultimately be reaching others through video tools. Because these have a way of breaking the ice with people that other tools don’t, especially when people don’t have time for long form writing and getting to know people. The process will probably go something like, ‘Hey, I see something from you

and I really like it; I’m going to buy that and now I’m enrolled in your community unless I opt out.’ That’s not a bad way to grow.

“I think it will still be necessary to do outreach,” he adds. “Personally, I think the best social media tool out there is LinkedIn. You can present yourself in the way you want to; it doesn’t allow people to just bombard individuals. You can get to know them before you friend them or bring them into your group, and they have to tell you about themselves through their profile. There you can learn, ‘They went to school here and they did that.’”

Raulston says, “However the following is built, whether through LinkedIn, Facebook or others, the final key to creating a trusted community will be driving connections to the Distributor’s personal CRM. That could be the free WhatsApp, or even a white label system leaders resell.

“There’s a lot of opportunity in this arena, and we’ll find a way that works optimally; I’m confident of that. Right now it’s best to be inventive, be open and don’t wait on the sidelines because if you’re

not working on these solutions, you’ll probably be left behind.”

**Exploring the Potential Sales Impact of Affiliates**

Another arena of opportunity is having an affiliate level to compensation plans; these sellers don’t build, train or lead teams, but can generate significant sales through their social media following.

Fortune says, “I think that there will be a big shift in the way that we work and interact and purchase from influencers. I believe that people are becoming tired of seeing, #sponsored, #ad and collaboration posts with the header ‘paid partnership with insert brand name here.’”

“Affiliate marketing is here to stay,” she adds. “That’s not to be confused with this influencer marketing. Affiliate marketing is marketing a product that you love and actually use, while influencers get paid a one-time fee or percentage for a limited time to promote a brand.

“It’s different when you are actually passionate about a product and not simply paid to represent it,”

Fortune says. “I think that affiliate marketing has become a norm in people’s day-to-day lives. For example, someone is talking to their friend and says ‘I like your shirt.’ An affiliate’s response would be, ‘I have a promo code if you actually want to purchase this shirt. No pressure, but feel free to use it. The friend isn’t thinking, ‘Whoa, this lady works for an MLM.’ She’s thinking, ‘That’s really nice of her; sharing 20% off with me.’”

She continues, “People are becoming more and more comfortable with the term affiliate marketing, and we’re seeing it in links and bios and Amazon storefronts. I think there’s a huge opportunity for direct sellers to jump on that train and start marketing their products that way as opposed to just the traditional MLM or direct selling way.”

Raulston agrees that there’s a huge opportunity within the affiliate realm. “It’s exciting to give people who are in the space a new way to build revenue without having to go and get individuals to buy a kit and figure out how to do a demonstration,” he says.

“These are just individuals who say, ‘I’m a walking billboard for your product. I might have a following on Instagram or another social media site such as YouTube. I may just have my friends from church. It doesn’t really matter when they ask me, I’m going to tell them because I want them to have the product, too, because I think the value’s great and I have a real belief that this direct sales company makes great products.”

“Unfortunately a lot of people don’t choose to share the product because they get so distracted by the MLM aspect of sharing,” Raulston says. “And the Affiliate model is just a single level approach. There’s no recruiting, there’s no trying to build and train a team, it’s just sharing the product.”

“It’s time to allow individuals who don’t want to participate in the multiple-level marketing aspect to reap the benefits of sharing the product with their friends and family. Affiliate marketing allows them to do that.”  
— Kevin Raulston, CEO, Global Direct Partners

He adds that although affiliate marketing won’t displace direct selling—it’s not going anywhere either. “Right now, 84% of consumer companies have affiliate programs in the U.S. That’s a lot, but many direct sales companies still don’t have them; I think because they’re concerned about conflict with their sales force. But there are companies who’ve shown that you can do it without creating conflict.”

Raulston says, “It’s time to allow individuals who don’t want to participate in the multiple-level aspect to reap the benefits of sharing the product with their friends and family. Affiliate marketing allows them to do that.”

**Conclusion**

Remaining current on best practices for social media involves more than sending the marketing team to an annual conference. It’s important to observe what’s working among the distinct segments of direct sales. That means creating community, evolving the connection between the Distributor and customer, and regularly attracting more

customers and Distributors in an engaging way.

For some companies, that may require a team like Fortune leads, with an influencer strategist, an SEO strategist, an analytics strategist, and an email marketing strategist.

For other companies it will include, as Hester recommends, a team that has a good understanding of the social selling world and how technology is used in marketing, that continually adapts and adopts the most effective observable practices.

SSN



Jenna Lang Warford is a Social Selling News Contributor.



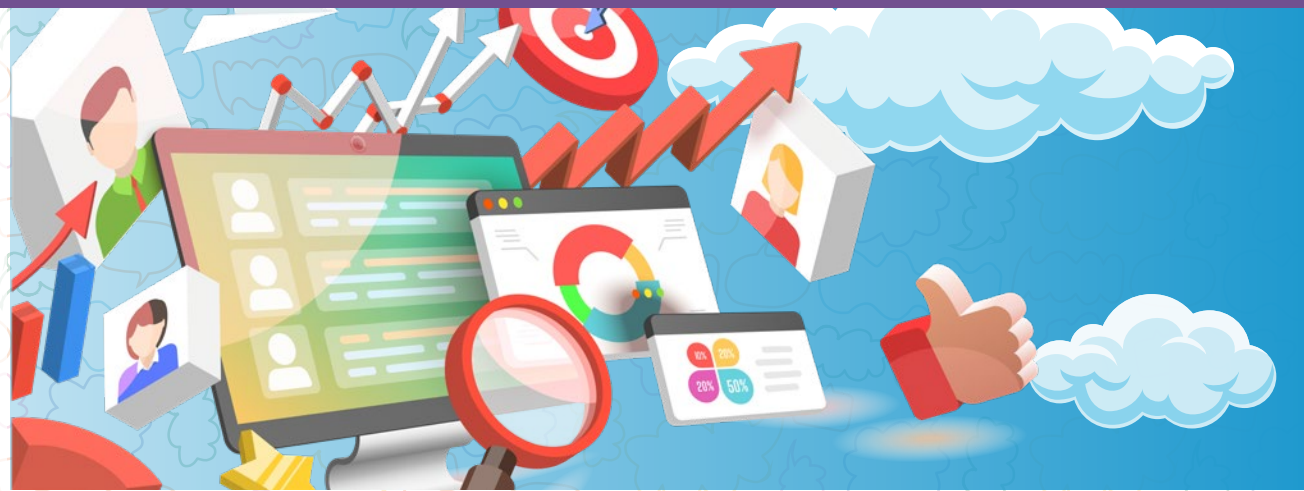
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# Growing Your Company Through Social Media: Conventional Wisdom vs. Today's Wisdom

## Insight on Actionable Items to Drive Customer Engagement and Recruiting



In 2016, companies had just begun to use Zoom and GoTo Meeting to connect remotely to Distributors, between conferences and regional meetings. Forward-thinking companies had blogs, and Facebook Live was brand-new territory for Distributors looking to grow their engagement. Just four years later, a pandemic hit fast-forward on the way consumers shop, earn money, and interact with coworkers, friends, family, and people around the world.

Here's a look at the "Conventional Wisdom" the direct selling channel relied on, the evolution of this wisdom, resulting key insights, and actionable items that companies can implement now in 2023 to stay in (and ahead) of the fast-paced game.

### Building Online Relationships

**Conventional Wisdom:** It's a Relationship Business.

**Post-Pandemic Wisdom:** Training Distributors how to build online relationships in 2023 is key to success.

**Key Insight:** Distributors must create online conversations not commercials.

**Actionable Item:** Corporate team should focus on training to create conversations on social media over providing well-branded ads for social media.

### Managing Relationships

**Conventional Wisdom:** Get customers on auto-ship.

**Economic Crunch Wisdom:** Customer loyalty to subscription products is 3%.

**Key Insight:** Distributor-driven relationships with customers can't be all transactional.

**Actionable Item:** Develop and implement a system for Distributors to manage non-transactional, engagement contacts.

### Engagement Path

**Conventional Wisdom:** Distributors must join online groups of interest and contribute meaningfully within that group until appropriate time to share products and opportunity.

**Current Wisdom:** Distributors should use passive entertainment platforms (Instagram, BeReal, and TikTok) to build their personal brand, build engaged relationship connections within online Facebook groups of interest, and transition those real relationships to a trusted, small group on platforms such as Slack, What's App, and (Asia) We Chat. (Some teams currently use Facebook Messenger for this, too.)

**Key Insight:** The platform determines the type of messaging and content.

**Actionable Item:** Provide an overview of the path to the trusted small group; include the types of content appropriate for each platform. Provide standard training for creating each type of content.

### Distributor Branding

**Conventional Wisdom:** Beautiful, professional product ads make Distributor businesses look "real" and professional.

**Current Wisdom:** Distributors with an authentic personal brand are more attractive (i.e. get more "likes") than corporate-looking ads on Distributor accounts.

**Key Insight:** Personal brands aren't created; they're realized then amplified.

**Actionable Item:** Create simple steps for helping Distributors understand what their personal brands are.

### Authenticity Engages

**Conventional Wisdom:** A perfect appearance (Distributor's outfit, hair, makeup, product placement) makes others want to mimic a Distributor, buying their products and joining their businesses.

**Demographic Wisdom:** Posts that reveal "authenticity" of a Distributor rather than "a perfect version" garner more attention and engagement.

**Key Insight:** Distributors confident about 1) creating content and, 2) their personal brand, are more likely to post.

**Actionable Item:** Simplify your social media training on creating content and personal branding. Then, simplify it again. Next, review your social media training and simplify it. Finally, systemize it wherever possible.

### Influencers Vs. Affiliates

**Conventional Wisdom:** Wouldn't it be great to have an Influencer (with several hundred thousand followers) join our company?

**Current Wisdom:** Affiliates provide authentic engagement with a flat payout of commission or cash payout comparable to host rewards within party plan structures.

**Key Insight:** Authenticity and flat commission creates a win/win for product sales; company-driven emails to customers can create opportunity engagement.

**Actionable Item:** Create an Affiliate Comp Plan with flat commission (variable based on volume?) that allows for opting out of the Leadership structure, with a company-led onboarding for any customers who become Distributors through company-driven engagement.

### International Expansion

**Conventional Wisdom:** Acquire necessary permits to open in another country; begin to build infrastructure there, recruit and train leaders.

**New Model Wisdom:** Seed affiliate program with influencers in that country to generate revenue and awareness prior to launching infrastructure.

**Key Insight:** Affiliate programs have applications other than domestic sales.

**Actionable Item:** Create an Affiliate Comp Plan with flat commission (variable based on volume?) that allows for opting out of the Leadership structure, with a company-led onboarding for any customers who become Distributors through company-driven engagement.

### Compliance

**Conventional Wisdom:** Compliance vigilance includes legal disclaimers on before and after photos, lifestyle images and anything that could possibly be construed as a claim of income.

**Current Wisdom:** Reels, Videos and static posts should show authentic life of a Distributor, with product placement that creates curiosity and/or engagement.

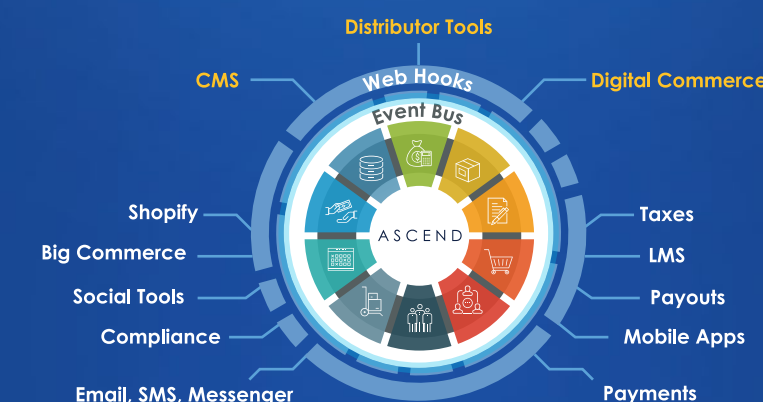
**Key Insight:** Subtle product placement (headed on a field trip with "Mom's go-juice") in authentic posts don't make claims.

**Actionable Item:** Curate a collection of these types of posts for Distributor inspiration, with bullet point observations for creating a similar effect.



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- Industry-leading CMS

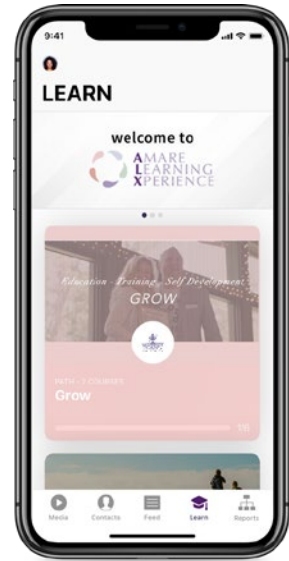
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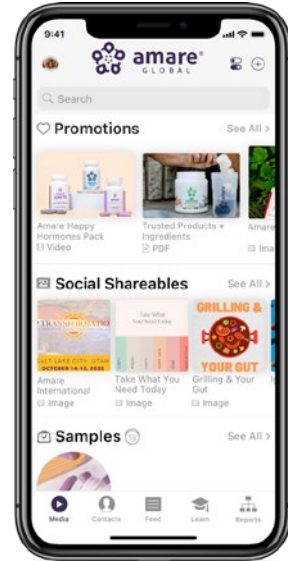
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**Onboarding/Education**

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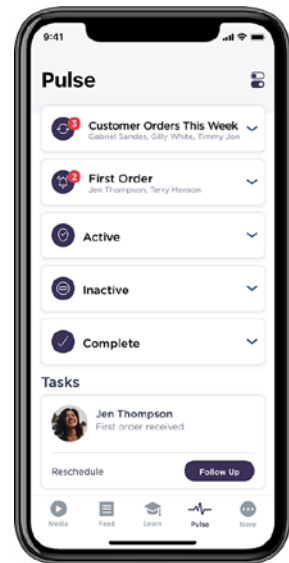
**Customer Acquisition**

Enable distributors to connect and leave a great impression



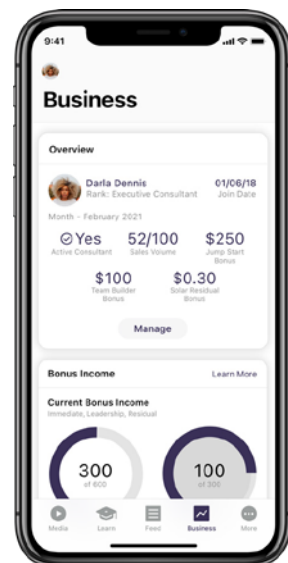
**Live Selling**

Increase customer engagement and boost sales



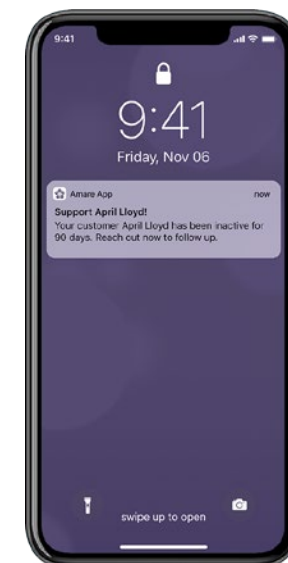
**Customer Retention**

Empower your field with smart retention tools



**Business Intelligence**

View reports and KPIs to keep goals on track



**In-App Communication**

Stay in touch with everyone in your fieldCTA



THE **RANKS**

**COMPANIES THAT PROVIDE APPS**

RANKED BY NUMBER OF DIRECT SELLING CLIENTS INVOICED IN LAST 12 MONTHS

Each month, *The Ranks* spotlights companies, people or trends that are important to the direct selling channel. This month, *The Ranks* lists companies that provide apps, ranked by the number of clients invoiced in last 12 months. *The Ranks* will vary monthly in type of information and in number of items included. Ranks client data is not audited and relies on the good faith responses of the participants.

RANK	COMPANY NAME & LOCATION	NUMBER OF CLIENTS INVOICED LAST 12 MONTHS	KEY CONTACT	3 REPRESENTATIVE CLIENTS	WEBSITE	CONTACT INFO	TYPE OF APP
1	Verb Technology American Fork, UT	153	JJ Oswald	Kyani Senegence Market America	verb.tech	800-506-6677 sales@verb.tech	Sales Enablement
2	Rallyware Mountain View, CA	96	Dan O'Marra	New Avon Nu Skin Tupperware	rallyware.com	801-441-8499 Dan@rallyware.com	Onboarding & Training, Incentives & Recognition, Sales Enablement
3	Krato Scottsdale, AZ	54	Matt Lind	Color Street Olbali Pink Zebra	krato.com	336-395-4947 matt@krato.com	Onboarding, Training, Retention, Sales, Gamification
4	NOW Tech Plano, TX	39	Ami Perry	MONAT PPLSI Lifewave	now-tech.com	310-428-9936 ami@now-tech.com	Prospecting, Social Selling, Sampling, Training
5	Penny AI Vancouver, Canada	18	Maria Osipova, Marketing Inquiries  Mark Hughes, Sales Inquiries	Rodan + Fields Nu Skin Mannatech	getpenny.com	778-919-6670 mark@pennyapp.com	Social Sales Enablement and Learning Platform
6	FieldCheck (Momentum Factor) Austin, TX	11	Travis Wilson	Juiceplus NuSkin Mannatech	momofactor.com	512-690-2134 hi@momofactor.com	Mobile Compliance
7	Cheddar Up Denver, CO	10	Nichole Montoya	Stella & Dot cabi Matilda Jane	cheddarup.com/ brand	855-524-3332 info@cheddarup.com	Home Office-Controlled Sample and Inventory Sales
—	Bloo Kanoo Chicago, IL	Did Not Provide	Ryan Kell, Creator and CTO	Did Not Provide	blookanoo.com	866-943-2869 bksales@blookanoo.com	Livestream Shopping, Shoppable Videoconferencing, Shoppable Video

## COMPANIES THAT PROVIDE APPS



**JJ Oswald**  
SVP of Sales, Verb  
verb.tech

“For over 30 years, we have provided sales enablement solutions that help with growth and retention. Our new verbPULSE feature allows your field to access a variety of reports and tools that enable them to track customer buying patterns and effectively communicate with customers with the goal of increasing sales and growing their business. At Verb, we provide your sales force with the tools they need to build a phone-based business.”



## COMPANIES THAT PROVIDE APPS



**Matthew Lind**  
Founder & CEO, Krato, Inc.  
krato.com

“Krato offers custom mobile application development services that enable companies to take ownership of their own code. Our mobile app aims to help distributors remain interested and focused by breaking down the challenges of learning how to sell into bite-sized pieces that can be easily understood, digested, and put into action. The app provides custom data-driven notifications and tasks that are specific to each distributor’s business and team, enabling them to lead others to success. With gamification as the mode of education, learning how to sell becomes fun rather than overwhelming, making it easier for distributors to communicate their message more effectively and reach their target audience. In addition, owning your code allows for endless innovation and customization of the app to fit your specific business needs.”



**George Elfond**  
CEO, Rallyware  
Rallyware.com

“At a time of uncertainty and change in our industry, Rallyware’s Performance Enablement Platform transforms field operations for the digital era. Consolidating distributor onboarding, learning, rewards & recognition, customer relations, and more in a single user experience, Rallyware helps direct selling companies consolidate technologies and reduce expenses, drive revenue, and deliver the ultimate pathway to field success. Through multiple integrations and AI-powered business rules, Rallyware tailors distributors’ business journeys to suit the most critical company KPIs at the right moment.”



**David Abbey**  
CEO, Penny  
getpenny.com

“Penny is the partner of choice for digital-first direct sales companies. Built for global, enterprise deployments, Penny drives digital innovation from change management to long-term adoption.

The data-driven, enterprise platform built for direct sales enablement, learning and strategic insights — Penny impacts direct sales organizations at every level, driving sales and efficiency across field sellers globally.”



## COMPANIES THAT PROVIDE APPS



**Travis Wilson**  
Director, Momentum Factor  
[momofactor.com](http://momofactor.com)

“Momentum Factor is the world’s leading provider of compliance solutions for direct sellers. Knowing what your distributors are saying in their sales channels is critical in mitigating reputational and regulatory risk. Trying to do it yourself can distract executive teams and separate you from your core competencies. Having the worldwide expert in direct sales compliance help manage this process will make you safer and more efficient.”



**Ryan Kell**  
Creator and CTO, blookanoo  
[blookanoo.com](http://blookanoo.com)

“The power of direct selling is “human.” Bloo Kanoo is the first company to empower distributors to offer livestream shopping (like FBLive) and shoppable videoconferencing (like Zoom) directly from their own distributor sites without changing the underlying ecommerce system. Bloo Kanoo empowers direct selling companies to measure online performance and finally deliver the power of in-person selling in the comfort of “anywhere.”



## WHAT'S NEW ▶▶

### Rodan + Fields Celebrates 15 Years

**Rodan + Fields** has reached a significant milestone celebrating 15 years of bringing its dermatologist-created skincare products to customers—and recently a new haircare line. The brand had a full month in March planned with events meant to excite and uplift its consultant community. The company also unveiled its exclusive R+F Birthday Box, a limited-edition collection of R+F product favorites. Rodan + Fields was founded by two Stanford-trained dermatologists, Dr. Katie Rodan and Dr. Kathy Fields, using the direct sales business model, in 2008. The doctors had originally created products to sell in retail but decided to go the direct selling route so they could share their story with customers. The brand has gone on to be named as the No. 1 Premium Skincare Regimen Brand in the U.S. for four consecutive years (2018-2021), according to Euromonitor International. Its skincare has over 15 proprietary technologies and has been recognized with more than 20 awards from beauty publications including Allure, Elle, and New Beauty.

### Beautycounter to Sell Products Through Ulta Beauty

**Beautycounter** has shared that it has partnered with retailer Ulta Beauty. With this agreement, a selection of Beautycounter best-selling products are now being sold on Ulta.com and in 500 Ulta Beauty retail stores across the U.S. The business strategy marks the clean beauty brand’s first large-scale move branching out into retail sales. Beyond selling directly through Brand Advocates and its website, California-based Beautycounter has retail locations in New York and Denver as well as other existing retail partnerships, including with Target. Gregg Renfrew launched the certified B Corp. company 10 years ago, in 2013, offering products that have clean ingredients and are cruelty-free and sustainably packaged. She demonstrated early on that she was a strong advocate for safety and transparency in cosmetic and personal-care products. Beautycounter sold a majority stake to investment firm Carlyle Group Inc. in 2021—a deal that was valued at \$1 billion.

### California Upholds Independent Contractor Status for Gig Workers

California’s Court of Appeal has upheld the legality of Proposition 22, a law that classifies gig workers as independent contractors (IC) rather than employees. In 2019, the California legislature passed a bill known as AB-5, which imposed a new state test to determine IC status, the ABC test, thus making it harder to classify them as such. Then in November 2020, Proposition 22 was passed in California, which created an exemption for gig work-based businesses from being considered employees and being eligible for benefits. App-based rideshare and delivery service platforms such as Uber, DoorDash, and Lyft, are reported to have spent over \$200 million marketing the original ballot initiative for Prop 22. In 2021, the law was overturned and ruled unconstitutional and unenforceable by a California judge. But now, the new March 2023 appeal has overturned that ruling, except for a portion that limited state lawmakers’ authority. The ruling is a big win for companies that depend on gig workers, but opponents say the law leaves workers without safeguards.

### QuiAri Expands To UAE, Opens Distribution Center

To keep up with continued growth, **QuiAri** has moved into the United Arab Emirates and plans to open a new distribution center. According to the health and weight-loss brand, the facility will improve shipping and logistics processes for those living in the Middle East, as well as open up business opportunities for those interested in being distributors. Additionally, with this new resource, those in the region will have access to new products, including the brand’s anti-aging gel supplement, QuiAri Prime, which is expected to be released soon. Part of this roll-out will be new product packaging. QuiAri’s products are based on the superfruit Maqui berry and focus on weight loss and energy. The company also announced the addition of two new international payment methods, Diner’s Club International and JCB.

### Amway Reports \$8.1 Billion in 2022 Annual Sales

**Amway** has reported full-year 2022 financial results with sales of \$8.1 billion, which represents an overall decrease from 2021 sales of \$8.9 billion. The company stated this decline was due to the strength of the U.S. dollar, the sale of its non-direct selling entity Metagenics Inc. and the closing of its Russian operations. On a constant currency basis, Amway’s direct selling business showed an uptick by 1%, which represented the third consecutive year of growth for the company. Top markets that experienced growth in 2022 were Mainland China, South Korea, Hong Kong, Malaysia, Taiwan and Vietnam. Mainland China saw an increase in health and wellness sales, while South Korea’s 25Cent Ride fitness program helped it modernize the business opportunity with a focus on health and community. In more news for the company, Amway CEO Milind Pant stated that it will complete a \$35 million investment in nutrition manufacturing in 2023 in Ada, Michigan, where it’s headquartered. Revitalizing its hometown was initiated in 2022 and was scheduled for completion by 2025.

### OmniLife USA Officially Breaks Ground for Texas Headquarters

**Omnilife USA**, the subsidiary of **Grupo Omnilife S.A. De C.V.** in Jalisco, Mexico, is getting closer to moving into its new U.S. headquarters in Allen, Texas. The company has begun construction on a corporate office, warehouse and manufacturing plant. Omnilife CEO Amaury Vergara was recently joined by more than 100 top distributors along with Allen Mayor Ken Fulk and other members of the City Council to break ground on the 85,000-square-foot facility, which the company stated “will strengthen our efficiency, production and distribution capacity here in the United States as well as globally, enhancing our customer experience by serving all our distributors with a quality product and excellent service.” The new Allen headquarters is anticipated to be fully operational by the second quarter of 2024.

### Isagenix Investors To Take Controlling Stake of Company

**Isagenix International**, a weight-loss, performance, and healthy-aging brand, has reached a definitive agreement with an ad hoc group of the company’s investors to secure long-term stability of the business. Known as a Restructuring Support Agreement, or “RSA,” the agreement is the result of discussions between Isagenix and its key financial stakeholders to recapitalize and support the business, eliminating approximately \$130 million in senior secured debt. Under the terms of the RSA, the company’s investors will take a controlling stake in the business. The RSA also contemplates a contribution from Isagenix founders Jim and Kathy Coover of \$95 million of value through the combination of new contributed cash and the forgiveness of debt. Their contribution, along with an effective \$130 million investment via debt reduction from secured lenders, provides Isagenix with a substantial improvement in its capital position that will support long-term growth initiatives.

## People on the Move



**HYEYOUNG MOON, LG H&H AMERICAS**  
**LG H&H Americas**, owner of **The Avon Co.** (N.A.), has named **Hyeyoung Moon** as CEO. Moon will lead LG H&H USA, Avon, and Boicca. Prior to joining LG H&H, Moon was global head of marketing at Amazon Business. She also held roles in strategy, product management and marketing at Starbucks for 15 years.



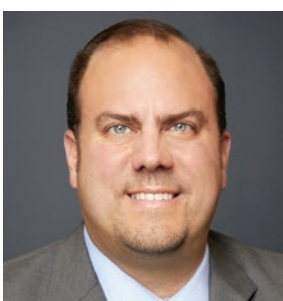
**GENEVIEVE SKORY, PLEXUS**  
**Plexus Worldwide** has promoted Genevieve Skory to chief field development officer. Skory will be responsible for global sales strategies as well as support of Brand Ambassadors. She joined Plexus in 2018 as director of ambassador training. She previously trained teams for **Legacy Republic**, **Matilda Jane**, **Creative Memories**, and **Arbonne**.



**LIZA MALDONADO, THE AVON CO.**  
**LG H&H Americas** has promoted **Liza Maldonado** to head of direct selling for the U.S., Puerto Rico and the Caribbean, **The Avon Co.** (N.A.). Maldonado previously led Avon Puerto Rico and Caribbean as general manager. She has over 25 years of experience in the beauty industry, including 11 years at L’Oreal.



**JOHN TSAI, EXP REALTY**  
**eXp Realty** has named **John Tsai** as president of eXp Realty Canada. Tsai has more than 15 years of real estate experience and is ranked in the top 1% as No. 10 real estate agent in Greater Vancouver. In this role, Tsai will drive growth, fortify operations and support agents.



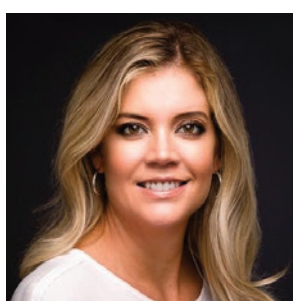
**JAMES WHATLEY, MARY KAY**  
**Mary Kay Inc.** has promoted **James Whatley** to chief information officer. As CIO, he will guide the company’s digital innovations and support distributors through tools and technology. Whatley has been with Mary Kay for 25 years. Before joining Mary Kay, he worked at Software Spectrum and Electronic Data Systems (EDS).



**NADIA HABIB, EXP REALTY**  
**Nadia Habib** has been appointed to vice president of growth at **eXp Realty**. Habib will continue to focus on attraction and retention. She brings 15 years of leadership experience in acquisition, growth, training, and retention across residential, commercial, and luxury markets.



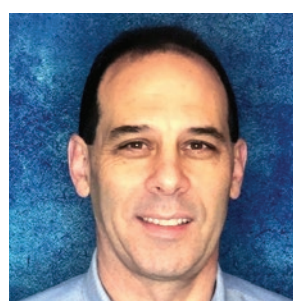
**TIMOTHY SCOTT, MEDICAL MARIJUANA**  
**Medical Marijuana Inc.**, the parent company of direct seller **Kannaway**, has appointed **Timothy R. Scott** as CEO, president and chairman of the board. Scott has been a member of the board since 2015, previously serving as chief people officer. With a Ph.D. in theology, Scott has been a pastor for over 40 years.



**NATHALIE GOODYER, EXP REALTY**  
**Nathalie Goodyer** has been promoted to vice president of operations at **eXp Realty**. Goodyer has more than 10 years of experience as a real estate agent, coach, and growth director within both traditional and luxury brokerage teams. She will now focus on enhancing operations for Canadian eXp Realty agents.



**ROSITA CONTE, AVON**  
**Avon Products** has appointed **Rosita Conte** as general manager for Italy. Conte began her career at Avon Italy in 2002 and spent 10 years in various markets. She then served as head of commercial integration (trade marketing, field events, and communication) in Italy, and most recently was commercial marketing director for the region.



**STEVEN ZENKER, MEDIFAST**  
**Medifast** has hired **Steven Zenker** as vice president of investor relations. Zenker has spent over 30 years in investor relations, financial planning and analysis, communications, and investment management. Now, he will lead the company’s investor relations program. Most recently, he served as a senior vice president with Sinclair Broadcast Group.

## People on the Move



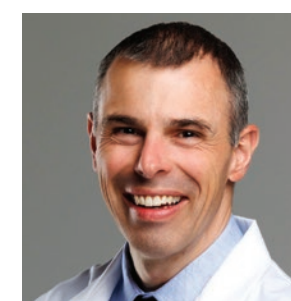
**TREY CAMPBELL, SOUTHWESTERN**  
**Southwestern Family of Companies** has promoted **Trey Campbell** to vice president of communications and government relations at **Southwestern Advantage (SWA)**. Previously director of communications, Campbell joined SWA 24 years ago and helped the company evolve its communications and media relations.



**RUSS HASLAM, 4LIFE**  
**4Life Research** has appointed **Russ Haslam** to vice president of global inventory and procurement. Haslam has been a part of the company since 2010, when he joined as senior director of purchasing. He has over 30 years of experience in planning and procurement, including for **Stampin Up!** and **Agel Enterprises**.



**DIRK HOBGOOD, SUNRIDER**  
**Sunrider International** has appointed **Dirk Hobgood** as chief financial officer (CFO). Hobgood has spent more than 30 years working with companies in manufacturing, distribution and consumer products. Prior to joining Sunrider, he was a partner with Lawrence J Beardsley CPA, PLLC. He also has worked as CFO in direct selling.



**DAN GUBLER, THREE INTERNATIONAL**  
**Three International**, a new direct seller of bioavailable wellness products, has hired phytonutrient chemist **Dan Gubler, Ph.D.**, as chief scientific officer (CSO). Gubler has expertise on the benefits of natural plant molecules for human health. He previously served as CSO for **Vasayo**, **Brilliant**, and **Unicity International**.



**CARL ROGBERG, ORIFLAME**  
**Carl Rogberg** will succeed Gabriel Bennet as chief financial officer (CFO) for **Oriflame** later this year. Bennet is set to resign this spring. Rogberg has had a long international career with experience in both retail and FMCG. He has also served as CFO for other large companies, including **Avon**.



**KELLY RICH, MYDAILYCHOICE**  
**Kelly Rich** has joined **MyDailyChoice** as chief marketing officer. Rich has 20 years’ experience aligning sales and marketing, IT, and field leadership with a company’s vision. She was most recently senior vice president of global sales for **ASEA**. Before that, she served in leadership roles for **NSP**, **LifeVantage**, **Modere** and **Nu Skin**.



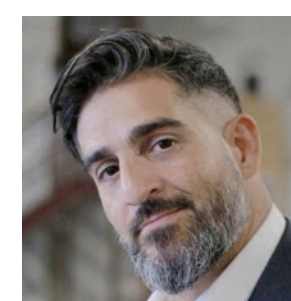
**JON CAZIER, 4LIFE**  
**4Life Research** has promoted **Jon Cazier** to vice president of digital products. Cazier joined 4Life in 2007 as a web developer and has since held a number of titles for the company, culminating with senior director of digital products. He plays a critical role in bridging the gap between software development and marketing.



**TRACEY BURGESS, VALIDUS**  
**Tracey Burgess** has joined **Validus** as vice president of Oceania. Burgess is CEO and founder of **Wake Up Down Under Group**, a certified 10x coach, and a sales trainer. Burgess has brought her coaching and project management to companies for over 30 years in financial services, insurance, construction, fitness, and retail.



**JAKE HARSTON, 4LIFE**  
**4Life Research** has named **Jake Harston** vice president of web development. Harston joined 4Life in 2008 and has served as manager, director, and senior director of web development. He will lead a team of developers responsible for the brand’s website and apps as they navigate digital trends for the company.



**ASOS HARSIN, VALIDUS**  
**Asos Harsin** has taken on the role of vice president of global leadership at **Validus**. With over 17 years of direct selling experience, including with **ACN**, Asos is a veteran networker, leader and mentor. He is also an entrepreneur with experience in diverse companies within real estate, ESG, and personal development.

— PEOPLE ON THE MOVE ▶▶



**MISTY MARTINEZ, iX GLOBAL**

**Misty Martinez** has been appointed as the chief operations officer of **iX Global**. Martinez is a seasoned executive having spent over 20 years in upper management roles. Most recently she was vice president of global customer experience for **Wealth Generators**. Now she will plan and execute global events as well as lead operations.



**LUKE EPPS, iX GLOBAL**

**Luke Epps** has been appointed as the chief relations officer at **iX Global**. With an ability to manage complex global projects, Epps has over 10 years of experience in international business development. Previously he worked as a computer forensics expert for six years, serving as director of client services and e-discovery for Legalis.



**ROBERT P. CHAFFIN, iX GLOBAL**

**Robert P. Chaffin** has been hired as the chief technology officer at **iX Global**. Chaffin is a seasoned entrepreneur and marketer that has owned a media and technology company since 2008. He will bring expertise in business development and growth to the new role, with emphasis on technology.



**NEW BOARD MEMBERS, UK DSA**

**The Direct Selling Association UK:** Chair – **Cliff Jones**, sales director, **The 1:1 Diet by Cambridge Weight Plan**; Vice Chair – **Sofia Radomska**, managing director, **Oriflame**; **Louise White**, U.K. market director, **The Body Shop**; **Amanda Sly**, U.K. country manager, **AquaSource**; **Ayo Olaseinde**, global president, **Saladmaster**; **Lars Tewes**, director, **Clean Living International**; **Marc Jordon**, operations director U.K. and Poland, **Arbonne**; and **Oleksandra Eichhorn**, director of sales DACH & U.K., **Kyani**.

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— THE SUPPORTERS ▶▶

MEET OUR PARTNERS

Below is a listing of all of the suppliers who placed display advertising in this month's issue. We are grateful for their participation and support in bringing news and information to the social selling channel.

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