

As a consultant, what can I say about a MLM company's nutritional/dietary supplement products?

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As a general matter, MLM companies will be very specific about what distributors can and cannot say about the company's products. Usually, this information will appear in the company's literature. MLM companies can find themselves in serious mess with state officials, the FTC, the FDA, and other government agencies if unauthorized product claims are being made by consultants.

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In 1994, The Dietary Supplement Act enabled MLM companies and their distributors to amplify their statements on the benefits of dietary supplements. Under the 1994 Dietary Supplement Act, third-party literature and/or scientific studies, which are generic in nature, are allowed to be passed out to the public.

MLM companies that have specific data to backup their statements may make claims about ingredients in their products when the claims relate specifically to their impact on the structure and function of the human body, as opposed to medical therapeutic claims. For instance, under The Dietary Supplement Act, a direct sales company may comment that vitamin C is beneficial to connective tissue. Keep in mind, however, that this is not the same thing as claiming that a particular nutrient in a product will *treat or cure* a connective tissue disease.

For more information about earnings claims and unauthorized product claims, please visit the following links:

[The FDA and Health Claims](#) Article

[Earnings Claims and Consumer Protection Laws](#) Video

[The Difference Between MLM Earnings Calculators and Earnings Claims](#) Video

[FDA Notification for Permissible Structure/Function Claims for Dietary Supplements](#)

[New Video: Earnings Claims and Consumer Protection Laws](#)

[MLM Company and Distributor Training on the Direct Selling Industry](#)

[Why do companies restrict the type of advertising carried on by their distributors?](#)

[FDA Health Claims: The Final Rules](#) Article

FDA: New Health Claim Rules:

- [Introduction](#)
- [A Historic Act](#)
- [The President Speaks](#)
- [And Congress Speaks Out](#)
- [The Impact on the Network Marketing Industry](#)
- [Why and How They Work](#)
- [Abuses Lead to Legislation](#)
- [Rules You Don't Want to Break](#)
- [The Disclosure Issue](#)

[Choosing the Right Product for Your Direct Selling Company](#)

[Distributor Training – Two Common Questions](#)

[MLM and the FDA](#)

[MLM's History with the Government](#)

[New Video – Unauthorized Medical Claims and FDA Issues](#)

[FDA to Issue Revised NDI Guidance – Nutraceuticals World Reports](#)

[Nutritional Supplements, Health Claims and MLM](#)

[MLM Attorney – How a MLM Lawyer Can Help Your Direct Selling Business](#)

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This article is also available online at: <http://mlmlegal.com/MLMBlog/?p=412>

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Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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