

The FTC's Recent Anti-Pyramid Case Win: What Direct Sellers Should Know

Social Selling News

Speaking Engagement

July 12, 2023 from 2:00 pm to 3:00 pm (EDT)

Washington, DC

A federal court in the District of Arizona has sided with the Federal Trade Commission (FTC) in its request to shut down a direct selling company called Success By Health (SBH) for violating the FTC Act by operating as an unlawful pyramid scheme. Through this decision, the Commission has now successfully cracked down on the phrase financial freedom and submitted supplemental findings to the Texas court adjudicating the Neora trial. The repercussions of this case could be far reaching for the direct sales industry as a whole.

On Wednesday, July 12, Momentum Factor Founder & CEO Jonathan Gilliam will be featured along with [Donnelly McDowell](#), Partner, Kelley Drye & Warren LLP in a Social Selling News (SSN) Webinar: "The FTC's Recent Anti-Pyramid Case Win: What Direct Sellers Should Know." This important industry discussion will take place at 2:00 p.m. ET and will be hosted by SSN Publisher David Bland.

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