

What Is the Standard? Perspectives on Earnings Claims from a Consumer Advocate and Companies

Direct Selling Association

Speaking Engagement

October 17, 2024 from 1:00 pm to 1:45 pm (EDT)

Washington, DC

Washington, D.C.

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Special Counsel [Ioana Gorecki](#) will speak on “What Is the Standard? Perspectives on Earnings Claims from a Consumer Advocate and Companies” at the DSA Legal & Regulatory Seminar. In February, 100 direct selling companies received letters from consumer advocate Truth in Advertising (TINA), alleging that companies and independent salesforce members were making claims about potential earnings that were not in line with Federal Trade Commission standards. Join this insightful discussion with a TINA representative and industry professionals on standards that can be used to monitor and be compliant.

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