

BBB NATIONAL PROGRAMS, INC.
The Direct Selling Self-Regulatory Council

Case Number: 6-2019 – Government Referral Report – MojiLife, LLC

COMPANY DESCRIPTION

MojiLife, LLC (“MojiLife” or the “Company”) is a global multi-level direct selling company that offers home fragrance products to consumers.

BASIS OF INQUIRY

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs, Inc. This inquiry was commenced by the DSSRC pursuant to its ongoing independent monitoring of advertising and marketing claims in the direct selling industry.

Specifically, DSSRC identified several income claims being disseminated on the social media pages of certain MojiLife distributors as well as income and incentive trip claims made on the Company’s website.

A. Express and Implied Income Claims Made by Distributors in Social Media Posts

In various social media posts, MojiLife communicate various express and implied income claims. The representative claims that were the subject of this review are as follows:

- “Groceries 🛒 Credit card debts 📄 private school tuition 👤👤 bills 📄 vacations 🏖️ cars 🚗 homes 🏠 tithe more 🙏, hobbies/sports for kids 🎮🎮🏀🏀🏈🏈, etc.”
- “If you’re looking to replace your income, add to your income, pay off debt, build your savings, or have some fun money, then MojiLife is for you!!”
- “Fast forward only 2 1/2 years and we are now proud home owners again 🏠, we were able to purchase a new truck, took our first of many family vacations & have been living life to the fullest since!”
- “Work at Home Moms – More time with family. No boss. Make great money.

Baby Boomers – Sock Away Some Retirement

College Kids – Pay off student loans and not have to start off with new career without all that debt.

Realtors – Steady income when market is low.

And the list can go on with benefits!

Did you also know, my business (MojiLife) can help you with, your taxes, no worries if a layoff from job comes, retiring early, have more money to enjoy with family or needs, and can also make difference in someone's life for a safer product!"

B. Incentive Trip Claims on the Company's Website

On the Company's website, MojiLife makes claims regarding incentive trips that can be earned by the Company's distributors. The representative claims that were the subject of this review are as follows:

- *"Escape the mundane—earn incentive trips and getaway on a pay-cation! MojiLife pays, you vacation!"*
- *"Escape from the mundane*

Paradise awaits! Are you ready to escape the mundane? Do you need a retreat from reality? MojiLife has just the ticket and this ticket can lead to locations of pure bliss all around the world! The 'Life Getaway' incentive trips are just what the doctor ordered to de-stress and unwind. You need a little more Vitamin Sea! Past destinations have included a California retreat to the beaches of San Diego with some theme park fun at the 'happiest place on earth.' Cruises have set sail to the Grand Caymans and Cozumel. MojiLife is your escape destination. Earn an incentive trip, MojiLife pays, you vacation! Pay-cation has never been better. Bon voyage with MojiLife!"

COMPANY'S PARTICIPATION IN THE DSSRC PROCESS

DSSRC brought the representative claims identified above to the Company's attention by letter dated August 7, 2019. MojiLife responded by email on August 26, 2019. The email stated that it was MojiLife's position that neither MojiLife nor its Distributors made any improper earnings claims. The email response also stated that the Company's incentive trips claims on the Company's website highlight a common program used by other direct selling companies.

By letter dated September 11, 2019, DSSRC reiterated its concerns with respect to the representative claims identified above and requested substantiation for such claims. MojiLife did not respond and was thereafter unresponsive to DSSRC's additional efforts to contact the Company.

REFERRAL TO GOVERNMENT

After initially participating in the DSSRC process as described in this decision, MojiLife ceased participation and did not respond to DSSRC's repeated efforts to contact the Company. In accordance with DSSRC's Policies and Procedures, in the event the company whose marketing is the subject of a DSSRC inquiry fails to participate in the self-regulatory process, DSSRC may

refer the matter to an appropriate government agency for review and possible law enforcement action. Accordingly, DSSRC will refer this matter to the appropriate government agency.

(Case No. 6-2019 HJS, closed on 10/16/2019)

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