

BBB NATIONAL PROGRAMS

The Direct Selling Self-Regulatory Council

Case Number 33-2021: – Government Referral – RBC Life Sciences, Inc.

COMPANY DESCRIPTION

RBC Life Sciences, Inc. (“RBC Life Sciences” or the “Company”) is a direct selling company that was founded in 1988 and which offers nutritional and wellness products including weight loss, fitness and health products. RBC Life Sciences has approximately 10,000 independent distributors in the US and Canada.

BASIS OF INQUIRY

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs. 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 the following representative product performance claims and earnings claims being disseminated by Company salesforce members on social media and by the Company on its website. The representative claims include claims that the Company’s products can protect against serious health-related conditions including COVID-19 and that Company salesforce members can earn significant income through the RBC Life Sciences business opportunity. In addition, the Company falsely claimed that it is accredited with the Better Business Bureau and that it is a member of the Direct Selling Association:

1. Product Claims

- Two days ago a very close friend called me because she has a very bad flu. Today flu seems serious and sensitive due to Covid19. She really suffered for a few days and she seek for doctors but this problem getting worst. She is very worried. She seeks help from me. I recommend her to take True Aloe every hour one cap. She fully recovered the next day.”
- “RBC PRODUCT TESTIMONIAL
Nasal cancer patient
He refused to stop smoking and eat. Very skinny, unable to walk property and he was admitted to hospital on 20/06. Doctor diagnosed three of his organs – lung, liver, kidney seriously damage. He is seriously ill and members of family were told to be prepared for the worst. He unable to take in any food and beverage, whatever he consumed, he will vomit out everything. His family was told to prepare for the worst. He unable to take in any food and beverage, whatever he consumed, he will vomit out everything. His family members didn’t give up on him and urged him to consume RBC Products. After TWO DAYS, he able to consume food normally

without vomit out again. Today, doctor says his damage organs are functioning normal and he recovered from the nasal cancer.”



生医级产品:健康产业的主流

末期鼻癌

我是Tannie, 我弟弟是一个鼻癌病患, 我给他RBC产品, 他不但吃, 而且还手不离烟。电疗和化疗后, 副作用很强, 他没有胃口, 吃什么吐什么。最后除了喝水, 抽烟就什么但不吃。**20/06 星期五**他乱讲话, 瘦到皮包骨不能走路, 我把他送进医院。医生说身体太差, **三个器官, 肺, 肝和肾, 严重受损**。吩咐我们做好心理准备。我们一家人都伤心欲绝, 可是我不放弃, 留在医院, 定时给他吃RBC产品。开始吃什么吐什么, 半吃半吐。**两天后**就没再吐了。今天医生说他已经康复很多, 三个器官很好, 他现在讲话也正常。我感到很安慰。感谢RBC 产品, 太棒了。。。

更新, 再生, 修复
Renew Replenish Rejuvenate

RBC Life Health
Like This Page · December 27, 2016 · Edited ·

RBC PRODUCT TESTIMONIAL

Nasal cancer patient
He refuse to stop smoking and eat. Very skinny, unable to walk properly and he was admitted to hospital on 20/06.
Doctor diagnosed three of his organs – lung, liver, kidney seriously damage. He is seriously ill and members of family were told to be prepared for the worst. He unable to take in any food and beverage, whatever he consumed, he will vomit out everything. His family members didn't give up on him and provide him to consume RBC Products. After TWO DAYS, he able to consume food normally without vomit out again. Today, doctor says his damage organs are functioning normal and **he recovered from the nasal cancer.**

RBC产品见证

鼻癌病患
他手不离烟, 也因为电疗和化疗的副作用, 没胃口进食, 日渐也瘦得无法正常步行, 20/06他被送进了医院。医生诊断他的身子太差了, 三大器官-肺, 肝, 肾 已经严重受损。医生也吩咐他的家人做好心理准备。但他家人并没放弃他, 继续支持他, 定时让他服食RBC产品, 开始吃什么吐什么。两天后, 就没再吐了。今天, 医生诊断他已经康复了很多, 那严重损坏的器官状况也很佳。

Kindly PM us for more information
想知道更多详情, 不妨私讯我们
WECHAT: RBClifebetter
EMAIL: rbcifebetter@gmail.com
CONTACT NO.: 019 305 1015

#rbcifehealth #melaka

Write a comment...





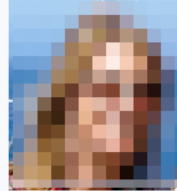

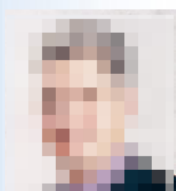
- “During the holidays, I added 8 pounds. With 10 Days of Chocolate, I lost 9 pounds and ½’ off my waist in just two weeks!”

- “I lost 36 pounds in 30 days. Carla lot 20 lbs. in 24 days...”

2. Earnings Claims

- “In 60 days, I made almost \$5,900 in bonuses over and above my normal income”
- “I made \$2,000 in my first 8 days part-time!”
- “I made \$2,900 in 30 days with the Builders Pool alone!”
- “In the last 5 months, I’ve increased my RBC income by over \$7,000!”
- “For our 10th anniversary we went to Hawaii for a month – when we returned home our check was \$4,000 higher than the previous month’s check.”

SUCCESS STORIES & MILLION DOLLAR EARNERS

		
<p>"In 60 days, I made almost \$5,900 in bonuses over and above my normal income."</p> <p>- Paul from VA</p>	<p>"I made \$2,000 in my first 8 days part-time!"</p> <p>- Lance from TX</p>	<p>"I made \$2,900 in 30 days with the Builders Pool alone!"</p> <p>- Diana from CA</p>
		
<p>"In the last 5 months, I've increased my RBC income by over \$7,000!"</p> <p>- Mary from CA</p>	<p>"For our 10th anniversary we went to Hawaii for a month – when we returned home our check was \$4,000 higher than the previous month's check."</p> <p>- Johnny from NC</p>	

- “Wouldn’t you like to earn extra income? A second or full-time income?? Wouldn’t you like to be a Million Dollar Earner? Don’t you think it’s time for your dream to start coming true?”
 - “Unlimited Income”
 - “Whether it is helping others, having more leisure time, drastically increasing your disposable income, achieving financial independence or just being your own boss, the Wellness Revolution and RBC Life Sciences can help you start living your dreams.”
3. Unauthorized Use of Trademarked Organization Logos

During the pendency of its inquiry, DSSRC became aware that the membership seals permitted for display for companies accredited by the Better Business Bureau and for the Direct Selling Association were being featured on the Company’s website. However, DSSRC subsequently confirmed that RBC Life Sciences is neither an

accredited business with the Better Business Bureau nor a member of the Direct Selling Association.¹

COMPANY'S NON-PARTICIPATION IN THE DSSRC PROCESS

DSSRC first brought the representative claims and issues identified above to the Company's attention by emailing RBC Life Sciences a copy of an inquiry letter on December 11, 2020. The Company was provided with 15-business days to respond to the DSSRC inquiry pursuant to section (II)(4) of the DSSRC Policies and Procedures.

After the Company failed to provide a response within 15 business days, DSSRC attempted to call RBC Life Sciences using the telephone number associated with the Company's headquarters in Irving, Texas. An individual from a company named HWH Marketplace answered the call and when asked about RBC Life Sciences, the individual requested information regarding which of RBC Life Sciences' products was being inquired about and would not provide any additional contact information for RBC Life Sciences. Subsequently, DSSRC sent a second copy of the DSSRC inquiry letter by overnight mail to the CEO of RBC Life Sciences at the Company headquarters. After the Company failed to respond to DSSRC's second opening letter, a 10-Day notice was sent to the Company on February 2, 2021 indicating that, if the Company failed to provide a response to DSSRC regarding the claims and issue within 10 business days, the matter would be referred to the appropriate government agency.

Notwithstanding the additional opportunity to respond to DSSRC's inquiry, the Company again failed to respond to DSSRC. DSSRC also confirmed that all of the subject claims at issue in this inquiry remain active on social media and on the Company website.

REFERRAL TO GOVERNMENT

DSSRC determined the claims that were the subject of this inquiry reasonably communicated that RBC Life Sciences products can effectively treat serious health-related conditions including COVID-19 and that Company salesforce members can earn significant income through the RBC Life Sciences business opportunity. Despite DSSRC exercising its due diligence in attempting to contact RBC Life Sciences several times, the Company did not respond to the self-regulatory inquiry. In accordance with section (II)(9) of the DSSRC 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, based upon the Company's failure to respond to the self-regulatory inquiry, DSSRC referred this matter to the Federal Trade Commission.

¹ See <https://www.rbclifesciences.com/company.html>

(Case No. 33-2021 PCM, closed on 02/19/20)
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