

BBB NATIONAL PROGRAMS

THE DIRECT SELLING SELF-REGULATORY COUNCIL

LurraLife Global

Case No. 82-2202

Filed: 10/4/2022

ADMINISTRATIVE CLOSURE

I. Company Description

LurraLife Global (“LurraLife” or the “Company”) was a multi-level direct selling company with offices in North Miami Beach, Florida and Lehi, Utah, that marketed health and wellness products, including a detoxification tea to consumers.

II. 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 DSSRC pursuant to its ongoing independent monitoring advertising and marketing claims in the direct selling industry. The representative product and earnings claims that formed the basis of this inquiry are set forth below.

A. Product Claims

- Images with copy stating:
 - “Anything VIRUS, BACTERIA, FUNGUS AND PARASITE CANNOT WITHSTAND THIS OXYGEN PRODUCT...Are you suffering from stroke, hepatitis, heart diseases...”
 - “Is anybody suffering from: stroke; cancer; asthma; diabetes; migraine; hepatitis B; hypertension; skin diseases; liver diseases; eye problems; heart diseases”
- “It has stabilized my blood sugar and my blood pressure is more regulated”
- “Diabetes, Inflammation, High Blood pressure, high cholesterol, cardiovascular disease – “people who are actually in the process of reversing the state that their in!!”
- “If you or someone you know is dealing with
 - Cardiovascular Disease
 - Type 2 Diabetes
 - Stubborn Weight
 - High Blood Pressure
 - AND MORE.....
 - ♥ THIS IS FOR YOU ♥
 - Image with copy stating “PREVENT and REVERSE Inflammation; High Blood Pressure; Cardiovascular Disease; Type 2 Diabetes; Weight Gain”

Reach Your Lifestyle Goals
Mind. Body. Spirit.

PREVENT and REVERSE

- Inflammation
- High Blood Pressure
- Cardiovascular Disease
- Type 2 Diabetes
- Weight Gain

FREE TESTING

- High Blood Pressure
- iHeart Internal Age
- Stress Test

100 DAY CHALLENGE WINNERS ANNOUNCED!

FREE EVENT
Light Lunch Provided
September 14, 2019
11:00a.m. to 2:00p.m.
Carson Christian Center
18101 Avalon Blvd. Carson, Ca 90746

with certified instructor
Marlon Tumanuvao

Sponsored by **LURRA LIFE Carson Team**

Lurra Life
August 14, 2019 · 🌐

Good evening family & friends

Join Us September 14, 2019 (Saturday)

As we share our journey of how we reached our lifestyle goals MIND. BODY. SPIRIT. and how we're able to maintain it!!

Lurra Life not only has a great business opportunity, but we love to help those who truly want to change or are looking for something but just quite haven't found what's best for them.

If you or someone you know is dealing with

- Cardiovascular Disease
- Type 2 Diabetes
- Stubborn Weight
- High Blood Pressure
- AND MORE.....

♥ THIS IS FOR YOU ♥

♥ WE'RE HERE TO HELP ♥

We have a great team here in Carson, Ca who can tell you their amazing testimonies, BUT it is ultimately up to you to want to create a better version of yourself for the sake of your family, your child(ren), your spouse, and most importantly YOURSELF!!

If you have any questions, please feel free to comment below or send a private message.

FREE EVENT See less

2 1 Comment 2 Shares

Write a comment...

- “Dr. Miller’s Detox Tea) “it helps with blood pressure, diabetes, and cholesterol”; “it increases ...mental focus, and clarity”; “boosts natural resistance against illness.” THRIVE – “it aids in ... blood sugar control”; “reverses sicknesses and disease”
- “Stay away from illnesses, high blood pressure, diabetes, cholesterol, and cancer. keep your body healthy now!!”
- “Where else can \$40 ... Pay up to \$500 for extra FAT; Aid in Diabetes control; Aid in Blood Pressure control; Aid in Cholesterol control; Aid in Financial Freedom; Add about 400 tax deductions.”
- “Improves cardiovascular health and reduces stress on the heart; decreases symptoms and improves quality of life of people with coronary artery disease; improves diabetes symptoms and reverses related damage; facilitates weight loss and alleviates obesity; improves outcome of cancer treatment; prevents and heals hemorrhoids, painful urinations, and IBS; alleviates cirrhosis and helps detoxify the liver; helps offset lung damage caused by smoking”
- “Herbal juice not just for weight loss, for people with HIV/AIDS, highblood, sugar diabetics” and “...help to join my team of making lots of dollars.”

Lurra Life Healthy Products
February 8 · 🌐

A proud DRINK2SHRINK distributor. Herbal juice not just for weight loss, for people with HIV/AIDS, high blood, sugar diabetics, ulcers, sore throat, consistent cough and more as shown on the pictures below. A very good business to take care of ur family, 7 bonuses to be earned. 0721537924 Whatsapp or inbox for more info or help to join my team of making lots of dollars.




DRINK 2 SHRINK
LOSE 5 POUNDS IN 5 DAYS

BENEFITS

- Reduces Stress
- Reduces The Risk Of Cancer
- Prevents Cardiovascular Disease
- Combats Aging
- Aids Weight Loss
- Prevents Wrinkles
- Reduces The Risk Of Arthritis
- Strengthens Your Bones
- Helps Lower Cholesterol
- Good For Reducing Diabetes
- Strengths Memory
- Soothes Irritation In Relation To Bronchitis And Emphysema
- Protects Against Parkinson
- Protects Your Liver
- Prevents High Blood Pressure
- Protects Against Food Poisoning

MONEY ON HAND WHEN YOU RETA

with R1650 you buy 12 Drink2Shrink Juice
Sell Each at R350

R1 650
R350 x 12 = R4 200
PROFIT R2 550

- “LurraLife Gently cleanses and detoxifies whole body and mind. Promotes weight loss to reach ideal weight helps with blood pressure And cholesterols increases energy, mental clarity, and focus Boosts natural resistance against Illness.”
- “There is a testimony where a woman suffered from high blood pressure. She started taking thrive and it has lowered her blood pressure”
- “Chronic Pain; Hypertension; Stress or Anxiety; Prostate Problems; Earaches; Sore Gums”
- “Research has shown regular use of these antioxidant-rich adaptogenic mushrooms can significantly improve cognitive function, protect against the effects of aging, and boost immunity.”

- “Lurra Greens natural cardio-health green drink mix is designed to help fuel the body’s natural healing processes to restore and strengthen cardiovascular health. In addition, it holistically supports the body in healing and reversing insulin resistance and can aid in blood sugar and appetite control. *Benefits* supports body in reversing insulin resistance; helps improve cardiovascular health and prevent heart disease; aid in weight loss and blood sugar control”
- Image with copy stating “reduce risk of cancer; prevent cardiovascular diseases; reduce risk of arthritis; helps lower cholesterol; good for reducing diabetes; bronchitis and emphysema; protect against Parkinson; alleviates asthma; removed parasites”
- “Reduce the risk of arthritis; reduce risk of cancer; good for reducing diabetes”

DSSRC expressed its concern that consumers could interpret the Company’s product performance claims as meaning that LurraLife products can effectively treat a number of serious health-related conditions.

B. *Earnings Claims*

LurraLife salesforce members also disseminated several earnings claims suggesting that participants in the Company’s business opportunity typically earn significant income and receive free vacations. More specifically, the claims stated that potential salesforce members could earn “fulltime income,” “\$3,000 in less than a month,” and “CASH CAR BONUS monthly!,” among other representations. Including:

- [01:45] Images of stacks of \$50 bills accompanied by claims stating “\$100 a day” and “\$4,000 to \$5,000 a day just retailing the product”
- “I have earn a Full-time income plus a monthly \$500-\$1000 Lifestyle bonus”
 - Image with copy stating “Get paid to lose fat \$500; Get a \$1000 monthly car bonus”
- “Do You Need To Create More Income In Your Life To Do The Simple Things Like Go On Vacations, Buy New Clothes For Your Kids, Pay For Tuitions For Summer Camps??? Here’s How You Can Generate \$1000 Quickly And Easily!!
 - ✓ Get a CAR BONUS Right away!! 4 gets 4 people !! = CASH CAR BONUS monthly!! = \$500
 - ✓ Do it again 4 get 4 and you get = \$1000 USD CASH CAR BONUS
 - ✓ On Top of the Car Bonus
6 other Ways to Earn!!”
- [05:06] Image of Company website with copy stating “Get a \$500 monthly bonus for sharing LurraLife!”
- “...an extra \$127 this week from commissions alone sounds good to me...”

- YouTube video titled “Make \$3,000 In Less Than A Month With LG Lifestyle!”

RESULTS

	(USD)	(USD)
Balance:	29,689.30	32,434.15
Equity:	29,689.30	32,322.14
Floating P/L:	-	-112.01
Closed profit:	+19,689.30	+22,434.15
Free margin:	29,689.30	32,022.44
Margin in use:	0.00	299.70
Margin level:	-	10,784.8%
Account type:	Demo	Demo
Last update:	19/04/22	10/06/21

Balance: 32,434

4/27 Screenshot 5/17 Screenshot

0:02 / 40:08

Make \$3,000 A In Less Than A Month With LG Lifestyle!

183 views May 17, 2022 Opportunity Presentation For LG Lifestyle.

Leverage your money to make money for you!

Show less

DSSRC was concerned that the earnings claims at issue communicated the unsupported message that participants could generally expect to receive significant income from participating in the LurraLife business opportunity.

III. Administrative Closure

During the pendency of the inquiry, DSSRC learned that, as of July 2022, LurraLife had terminated its business and that several of LurraLife’s salesforce members had joined B-Epic Worldwide LLC (“B-Epic”), a direct selling company that also markets weight-loss and nutritional supplement products.

DSSRC subsequently contacted B-Epic and was informed that B-Epic did offer LurraLife salesforce members an opportunity to join its Company. B-Epic informed DSSRC that only a handful of LurraLife salesforce members have migrated to B-Epic.

DSSRC provided B-Epic with a list of the social media posts that were the basis of this inquiry and B-Epic confirmed to DSSRC that none of the former LurraLife salesforce members who came over to B-Epic were responsible for the posts at issue.

DSSRC remains concerned that the social media posts at issue continue to be publicly accessible. However, in light of the fact that LurraLife has ceased its business operations, DSSRC administratively closed its inquiry.

(Case No. 82-2022, closed on October 3, 2022)

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