



# MLM News Global

An E-Newsletter of Contemporary News, Business and Legal from a Trusted Source

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## ~MLM News MACHINE~ What's HOT In Today's News?

The World of MLM News and Information Delivered to You,  
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August 2, 2016

Issue: 24



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Featured  
Articles  
this Issue

Trending MLM News  
Headlines for  
August 2, 2016

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FTC v.  
Herbalife Settlement:  
First Take

DirectSelling industry  
expects regulatory clarity  
with new guidelines



What does "opportunity"  
mean in the context of  
network marketing? Video

On July 14, 2016, the FTC and Herbalife concluded a multiyear investigation with a Stipulated Settlement that both, brought the investigation to a close, and delineated a going forward set of rules by which Herbalife would conduct its direct selling business. Given the fact that Herbalife is one of the largest global direct selling companies, the direct selling industry is quite focused on the meaning of the settlement to the industry, both short-term and long-term. And given the immense power of the FTC, the direct selling industry will wonder how much regulation it can withstand before it suffers irreparable harm.

Keep up-to-date on the changes in the direct selling industry at [mlmlegal.com](http://mlmlegal.com).

[Read more](#)

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## Trending Video this Issue

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[Can I \(as a MLM Executive\) Pass the Costs of Website Development, Marketing Materials, Etc. Down to Distributors?](#)



Almost all regulatory agencies and MLM statutes recognize and

[USANA Health Sciences Reports Record Second Quarter Financial Results](#)

[Expert MLM Attorney Explains 'What Are Unauthorized Earnings Claims?' - Video](#)

[Part III of the Exclusive Ideagen Interview with Amway's Jeff Terry with Ideagen's George Sifakis](#)

[Did Bill Ackman Make the Right Decision Shorting Herbalife?](#)

[Analysts Still Expecting Positive Stock Movement for Herbalife Ltd. \(NYSE:HLF\)](#)

['Life of the Party': The forgotten woman behind the Tupperware Party craze](#)

[The pyramids of false hopes](#)

[How Will Avon Products \(AVP\) Stock React to Tuesday's Q2 Earnings?](#)

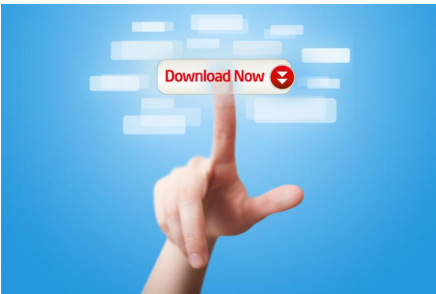
[Avon Products Settles ERISA](#)

validate this practice. Beyond the “at cost” sales kit, companies typically offer optional sales tools to distributors. To learn more watch the video with expert network marketing Attorney, Jeff Babener.

[Watch now](#)

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## [Read the FTC v. Herbalife Stipulated Settlement and the FTC v. Herbalife Complaint](#)



Click here for actual copies of *FTC v. Herbalife* documents related to the article *FTC v. Herbalife Settlement: First Take*.

[Read more](#)

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## Did you know?

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[MLMLegal.com](#) offers:

- [Industry Stock Watch](#)
- [Directory of over 700 MLM company profiles](#)
- [Vendor Directory](#)

## [Stock Drop Suit](#)

## [NeriumLatino Hosts](#)

## [Regional Recruiting Tour for Entrepreneurs](#)

## [MannatechAppoints New Head of Hong Kong and Taiwan Offices](#)

## [TupperwareBrands Corporation \(NYSE:TUP\) Sellers Increased By 2.26% Their Shorts](#)

## [Shouldyou ever push products onto your friends?](#)

## [Ismulti-level marketing a dream job or a 'pyramid scheme'? That depends](#)

## [Multi-levelmarketing programs have special risks](#)

## [Dealingwith MLM - when in doubt stay out](#)

## [TheStrong Southern Woman Behind a Plastics Empire](#)

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## Free MLM Startup Manual



MLM Startup Conference –  
October 27 & 28, 2016



**Jeffrey Babener, Editor,  
MLM News Global**

**Jeffrey A. Babener**, of Portland, Oregon, [www.mllegal.com](http://www.mllegal.com) is the principal attorney in the law firm of Babener & Associates. He represents leading U.S. and foreign companies in the direct selling industry. He has been a key advisor to such companies as Avon, HertaLife, Discovery Toys, Nikken, Shaklee NuSkin, Excel, Usana, Fuller Brush, Cell Tech, Enagic, Sunrider, Melaleuca, Nerium International, etc. He is a frequent lecturer and has been interviewed on the industry, and published, in such publications as Money, Inc., Atlantic Monthly, Success, Entrepreneur, Kiplinger's Personal Finance, Home Office Computing, Business Start-Ups, Direct Selling News Magazine, and Money Maker's Monthly. He is editor of the industry publication, Direct Sales Legal Line. Mr. Babener is also the author of the books; Tax Guide for MLM/Direct Selling Distributors, Network Marketer's Guide to Success, The MLM Corporate Handbook, Network Marketing: Window of Opportunity, and Network Marketing: What You Should Know



(used as the college curriculum textbook at Utah Valley State course on network marketing). He is editor of one of most frequented network marketing educational websites, [www.mllegal.com](http://www.mllegal.com). He has served as Chair of more than 70 national conferences on starting and running the direct selling company. He serves on the Lawyers Council and Government Relations Committees of the Direct Selling Association (DSA), and he has served as General Counsel and on the board of the MLMIA (Multilevel Marketing International Association). He has lectured at major industry trade meetings and at such educational institutions as the Univ. of Illinois, University of Texas, University of Houston, etc. He is a graduate of the University of Southern California Law School where he served as an editor of the USC Law Review, followed by the appointment as a law clerk to Hon. David Williams, U.S. District Court for the Central District of California.

A number of Babener & Associates client companies have been success stories over the last several decades, including several billion dollar and NYSE companies such as Avon, Herbalife, NuSkin, Usana.

Mr. Babener has served as lead trial counsel for multiple cases on direct selling throughout the U.S. Further background material on direct selling will be found at the website, [www.mllegal.com](http://www.mllegal.com)

## Key MLM Resources

[MLMLegal.com](http://MLMLegal.com) - The Best MLM Resource on the Web



[www.sheffieldnet.com](http://www.sheffieldnet.com) - The best from compensation plans to total MLM startup.



Multisoft / MarketPowerPro - [www.multisoft.com](http://www.multisoft.com) - Affordable MLM Software, eCommerce, replicated sites & more.



[www.trinitysoft.net](http://www.trinitysoft.net) - Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.



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