



Direct Selling Association (DSA) and Code of Ethics

4Life® is a proud member of the Direct Selling Association (DSA). The DSA is the national trade association for companies that offer entrepreneurial opportunities to distributors. Becoming a member company of the DSA requires a thorough vetting. This includes an application process with an inspection of the applicant's compensation plan, policies, and procedures. Learn more about the  [DSA](#).

The DSA is committed to the highest ethical business standards for its direct selling channel of business. The DSA's  [Code of Ethics](#) is a robust series of policies that every DSA member agrees to follow as a condition of membership. The Code of Ethics holds 4Life accountable to policies that protect distributors and customers and encourages the direct selling marketplace to meet these high standards. Much like the FTC, the Code of Ethics prohibits statements or promises that mislead consumers or prospective distributors and sets stringent guidelines for earnings representations, product claims, sales and marketing tactics, and policies for order cancellations and returns.

