



# GUIDE TO INCOME CLAIMS FOR CONSULTANTS

## WHAT IS AN INCOME CLAIM?

An income claim is any claim regarding a Consultant's actual or potential income. An income claim is any statement, image, or video about the Paparazzi business opportunity that relates to income. When discussing the Paparazzi business opportunity, all income claims must be lawful and truthful. All income claims must be capable of being substantiated. However, some income claims can be misleading, even if they are true, and thus cannot be made. Some income claims can be made only if a Consultant uses an Income Claims Disclosure.

## WHAT IS A LUXURY LIFESTYLE CLAIM?

A luxury lifestyle claim is any communication that suggests that a Consultant can attain a certain lifestyle or purchase certain items by being a Paparazzi Consultant. Pictures of luxury cars, exotic vacations, jets, yachts, and houses are examples of potential lifestyle claims. You should not make luxury or lavish lifestyle claims. This also includes using words, hashtags, or images that suggest riches or wealth.

Even if you have just purchased a new luxury item, posting a picture of it is a prohibited lifestyle claim because it gives a potential Paparazzi Consultant the net impression that every Paparazzi Consultant will earn income sufficient to buy one of those items.

If you do post a picture of a luxury home, car, yacht, or other substantially similar item on social media, you should not mention Paparazzi in the post, and it should not be on your Paparazzi business page. Implying that your Paparazzi income allowed you to purchase the luxury item is a lavish lifestyle claim.

## WHAT ARE EXAMPLES OF PROHIBITED INCOME CLAIMS?

Some examples of prohibited income claims include the following or similar statements;

- "Quit your job."
- "Be set for life."
- "Earn millions of dollars."
- "Realize unlimited income."
- "Anyone can succeed with little or no effort."
- "Be your own boss."
- "Time freedom."
- "Make more money than you ever imagined or thought possible."
- "Get rich."
- "Full-time income."
- "Financial flexibility."
- "Passive income."
- "Earn a house and a car."
- "Financial freedom."
- "Replacement income."
- "Residual income."
- "Career-level income."

For more information, see the DSSRC's *Guidelines on Earnings Claims* [here](#), and the FTC's business guidance [here](#); that, among other subjects, addresses income claims.

## CAN I POST THAT PAPARAZZI PAID FOR MY TRIP TO AN EXOTIC LOCATION?

Yes, but the post must have a clear and conspicuous Trip Disclosure about the percentage of Paparazzi Consultants who earned the trip. (See Trip Disclosure below.) Do not imply that company-sponsored trips or other incentives are "free" or easy to achieve.

## CAN I POST A PICTURE OF MY INCOME?

No. Do not show images of commission checks, bank statements, or other financial records.

## CAN I MAKE AN INCOME CLAIM?

Yes, but only if your claim can be substantiated, it is not misleading, and it is accompanied by the Income Disclosure Statement. If your claim conveys a result that is better than what the typical Consultant can expect to achieve, you should not make that claim. The typical earnings for a Paparazzi Consultant are found on the Income Disclosure Statement. You must include a link to the Income Disclosure Statement anytime you discuss your income from the Paparazzi business opportunity.

## WHY ARE ONLY AVERAGE RESULTS ABOUT THE OPPORTUNITY ALLOWED?

When a potential Consultant is deciding whether to participate in the Paparazzi business opportunity, it is important that they are given accurate information and realistic expectations. Although many Paparazzi Consultants have been very successful with the Paparazzi business opportunity, many have not. Consequently, all representations must be consistent with average compensation figures.

## CAN I MAKE HYPOTHETICAL INCOME CLAIMS?

No. Avoid making hypothetical income claims, such as: "If you sell \_\_\_\_\_ products per month, you can make \$\_\_\_\_\_ in commissions."

## DO THE INCOME CLAIM GUIDELINES APPLY ONLY TO SOCIAL MEDIA POSTS?

No. The income claims guidelines apply to any manner in which a claim is made, including in-person or video presentations. Video presentations must include a picture of the Income Disclosure Statement, and it must be large enough and appear long enough for an average reader to be able to read it. For in-person conversations, you could refer the individual to the Income Disclosure Statement posted in the footer of [paparazziaccessories.com](http://paparazziaccessories.com).

## HOW WILL INCOME CLAIM GUIDELINES BE ENFORCED?

Paparazzi will provide information about income claims and will request that Consultants remove any improper claims from their sites or social media. This may include requests to remove older improper income claims. Refusal to comply with Compliance by removing or revising improper income claims can result in disciplinary action, up to and including termination of the Consultant's Agreement.

## WHICH DISCLOSURE SHOULD I USE FOR EARNINGS CLAIMS?

If you are making a permissible income claim, you must provide a link to or a copy of the official Income Disclosure Statement. Please click this [link](#) for the current Income Disclosure Statement. When Consultants are discussing trips they earned through Paparazzi, they should also include the provided Trip Disclosure Statement (see below), along with the official Income Disclosure Statement link. Please note that the average compensation and income disclosure statement are based on data from the prior year.

Income Disclosure:

*Please click this link [Income Disclosure Statement](#) -*

Trip Disclosure:

*Paparazzi offers some Consultants the opportunity to earn an incentive trip which is partially, and sometimes fully, paid for by Paparazzi. In 2024, 1.664% of Paparazzi Consultants earned some percentage of an incentive trip.*

## HOW CAN I EFFECTIVELY USE THE DISCLOSURES?

Anytime you make an income claim, the Income Disclosure Statement must be used, and it must:

- be in at least the same size font as the other text of the post or message;
- be prominently placed in the message or post and not buried in a dense block of text;
- be visible without requiring the viewer to click "see more" or scroll down;
- be written in clear language and formatted so the viewer can understand; and
- always provide context where any claim might be potentially misleading.

## WHAT CAN I SAY ABOUT THE PAPARAZZI BUSINESS OPPORTUNITY?

**DO** share photos and videos regarding your personal experience at Paparazzi trips and events. Be sure to use the Trip Disclosure if Paparazzi paid some portion of your trip.

**DO** disclose your relationship with Paparazzi Accessories as an Independent Consultant.

**DO** make truthful statements and be prepared to provide evidence of your claims.

**DO** talk about having fun with the business.

**DO** talk about the countless other ways you've been changed by the confidence that the opportunity has brought you.

**IF YOU HAVE QUESTIONS ABOUT WHAT CLAIMS OR STATEMENTS YOU CAN OR CANNOT MAKE, PLEASE CONTACT: [COMPLIANCE@PAPARAZZIACCESSORIES.COM](mailto:COMPLIANCE@PAPARAZZIACCESSORIES.COM).**