

**FOR IMMEDIATE RELEASE**  
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**TCNJ PRESENTS CONFERENCE ON PROTECTING CONSUMERS  
IN THE MULTI-LEVEL MARKETING INDUSTRY**

**An International Virtual Conference, April 30–May 1**

*Ewing, NJ, USA* — The College of New Jersey School of Business invites attendees to the first-ever conference exploring consumer protection and consumer harm in the multi-level marketing (MLM) industry, to be held virtually April 30–May 1.

Successful prosecutions of allegedly legal MLM companies operating illegal pyramid schemes (e.g., BurnLounge, Vemma, Advocare, Success By Health, and LuLaRoe) and other regulatory actions against the MLM model in practice (e.g., Herbalife) continues unabated, raising consumer protection concerns on a global scale. A groundswell of consumer advocates and grassroots social-media content creators, often driven by former MLM distributors, illustrates consumer frustration with the continued victimization of friends and family.

This virtual conference brings together an international panel of federal regulators, experienced federal and state prosecutors, trial lawyers, researchers, academics, award-winning journalists, former MLM distributors, consumer protection experts, and social media activists. After a keynote talk by FTC Commissioner Noah Phillips, eight sessions over four days will cover a range of MLM-related topics, each with a

Q&A period. Registration is required. Attendance is free and open to the public.