

IS VEMMA A SCAM?

VEMMA IS NOT "AFFILIATE MARKETING"

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WHAT IS A PYRAMID SCHEME?

# YPR PARIAH

THE DARK SIDE OF VEMMA NUTRITION COMPANY

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## IS VEMMA A SCAM?

**Yes, it really is.**

And no matter what Vemma affiliates tell you, Vemma is NOT an [affiliate marketing company](#) it is a [MLM company](#).

“This isn't a pyramid scheme - this is social networking.”

*Didn't say anything about scam though!*

People have a very warped view of what a [pyramid scheme](#) actually is. The fact is that having a tangible product or commodity and notable sponsors does *NOT* exclude a company from being a pyramid scheme. Neither does the possibility of making more money than the

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### RECENT POSTS

- ▶ Vemma YPR: Maquivi De La Rosa Quitting Hypocrisy
- ▶ Vemma YPR: Jed Bualuz and God
- ▶ Vemma Denial #4: Anthony Cometa Can't Think
- ▶ Anti-Vemma YPR Facebook Site
- ▶ Pyramid Scheme: Vemma Parody Movie

### RECENT COMMENTS



Rick on Vemma YPR: Maquivi De La Rosa...

person above you (fyi, that very rarely happens).

As long as company draws the majority of its income from recruiting individuals and not from actual customer retailing, it is engaging in an unsustainable form of business and **is therefore a pyramid scheme.**

I will explain to the best extent of my abilities, why Vemma fits this archetype. Detailed explanations and statistics behind my reasoning are in the form of hyperlinks (I urge you to click and read).

1) Vemma forces affiliates to purchase a minimum of around \$150 dollars of product a month in order to remain "qualified" to receive their residual income. [There is no good reason for this.](#) The products, despite their relatively high quality, are horrendously overpriced. This is a symptom common across all MLMs; due to the way the [pay system is structured](#) one purchase of Vemma product (customer or affiliate) may have to pay out commissions over *multiple levels* which is why the price is inflated accordingly.

2) While they tout "financial freedom" and "being your own boss" . . . its far from the truth. Due to the forced (yes, forced) product reorders in #1, a minimum of 75% of Vemma affiliates are losing money every year. Consistently, Vemma's *own income disclosure* has showed that 92 – 95% of Vemma affiliates are making less than minimum wage even *before the monthly reorders are accounted for!*

3) Because each brand partner is an "independent distributor", Vemma has no way to hold them accountable if they lie. And the lies are *rampant*. Because the pressure to recruit is so high, [lying about income](#) and [what "rank" they are](#) in order to impress prospects. Whenever they are caught, Vemma always says that they are just a "few bad eggs" when in reality they are a product of the culture fostered within the company by leaders starting way at the top.

4) The CEO BK Boreyko is incredibly shady (not that Vemma affiliates will tell you).



stillcounting91  
on Vemma YPR:  
Maquivi De La  
Rosa...



The Revanchist  
on Things  
Vemma Leaders  
Won...



TerriK on  
Vemma YPR:  
Maquivi De La  
Rosa...



Cleffy on Things  
Vemma Leaders  
Won...

## ARCHIVES

▶ August 2014

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▶ May 2014

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▶ December 2013

▶ November 2013

▶ October 2013

▶ September 2013

▶ August 2013

First, his name is Benson K Boreyko. He purposefully changed his name because he falsely claimed that his old company's product "God's Recipe" could *cure ADD and ADHD in children*.

Second, BK Boreyko banned minors from joining the company *allegedly because of the FDA's concerns about energy drinks* (in reality it was because the chant of "SCAM!" from teachers and parents was becoming problematic) . . . and then actively [instructed his underlings on how to circumvent the policy](#) and continue to recruit minors!

5) Vemma affiliates will claim that Corporate America is the real pyramid scheme. [That is illogical and asinine.](#)

6) There are very few customers in the Vemma business. An MLM company's legality is tied to how much of its income is coming from non-affiliate members purchasing the company's product.

Well, there's a lot of evidence that *no significant customer base exists*. First off, from my personal experience and current Vemma affiliates' experience . . . the customer to affiliate ratio is *pitiful*. Sure there are a select few that managed to get a good amount of customers and they are promoted heavily *but they are the minority*. [There are plenty of reasons for this.](#)

Vemma affiliates will claim anywhere between 80 – 85% customer base but have absolutely NO PROOF that it exists. No paperwork or anything (i.e. the same reason Herbalife is under pressure from the FTC). BK Boreyko actually wrote a letter to the FTC in 2006 asking them not to make MLMs reveal their customer bases.

A.k.a. the CEO has valiantly resisting revealing the *only piece of data that would prove his company is legal*.

### **In Conclusion:**

Vemma affiliates will tell you that their income is from "product sales" not "recruitment" . . . yet when the recruits are the ones being forced to purchase the majority of the product *there's no difference*. So we have a company in which the vast majority of members lose

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▶ July 2013

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▶ June 2013

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▶ May 2013

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money directly in order to make money for the top members . . . and to reach their level you have to do the same to your family and friends. Where the CEO claims to be helping young people but was willing to lie to parents of children with ADD and ADHD and continue sneaking minors into his company . . . so he can force them to purchase product and raise the profit line (while calling it "product sales".

Sounds like a scam to me right?

**UPDATE:** As of 12/22/2013 I have done a massive series of changes to this post (including new information mostly). Therefore, the first 22 comments on this post may possibly ask questions that have now been answered OR refer to information that is no longer present in this post.

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## 89 THOUGHTS ON "IS VEMMA A SCAM?"



**parmy**  
July 27, 2013  
6:39 am

Hey there. just had a few questions if vemma is a scam shouldn't the ceo bk boreyko be sued or be in jail? How does it all work? How come they have professional sports teams endorsing the product? Wouldn't they be legally liable? I'm confused. I also read the site as well that they do say about 97 percent don't succeed in the business so they do say majority do not make money. Last thing what are your thoughts on the people who are making money from the company? Such as jedd benaluez, brad alkazin, kailey warren, adam wenig, alex morton, and etc?

[↩ Reply](#)



**The Revanchist**

July 27, 2013

11:15 am

The reasons they aren't shut down relate to how difficult it is to prosecute the MLM industry at all. Here, this gives some insight into it (it's a very long, but exceptionally interesting read). It primarily comes down to an unwillingness for brand partners to complain (due to cult atmosphere and shame) with the lack of policing power by the FTC.

<http://www.financialindustryscam.com/mlm.htm>

I have only met Alex, Kailey and Brad. In all honesty, they genuinely seem to believe that they are helping people and help all teams (even those that aren't their own) equally.

So weirdly enough, I like them on a personal level.

[↩ Reply](#)



**tex2**

December 8, 2013

12:36 pm

Bernie Madoff should have been caught when he started his Ponzi scam in the mid

1970s  
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then they could screw each other instead of the rest of us.

You should HATE them on a personal level, because they use their charm to scam people. If you want to be part of the solution, don't like them on any level.



**Biff**  
May 29, 2014  
3:28 pm

Hey Parmy, You have a very naive view of the world. Basically, the rich can do what they want. When the Banksters defrauded on billions worth of bad loans and built up over a trillion dollars of bad debt from worthless derivatives, over 10 million people lost their jobs in the US alone. They lost

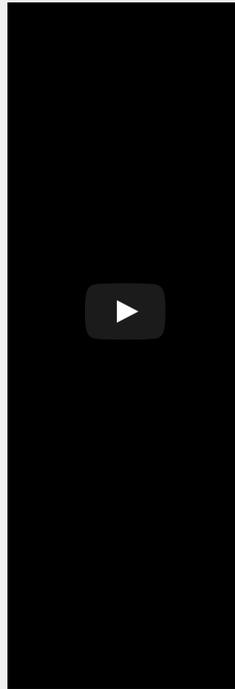
their homes and retirement and some lost their lives. These same well-heeled folks plunged the entire world into the worst financial crises since the Great Depression. You'd think that would be illegal, yes? Guess how many of those scum-sucking pigs went to jail? Not one. In fact, the US spent over 800 billion to bail their dumb asses out. The rich play by different rules. And the mindless-Vemma tools who insist on giving BK their money, often make this same stupid argument.

Just because something is wrong and/or illegal doesn't mean squat. As long as the folks in law enforcement are more concerned with arresting teen pot-smokers and writing parking tickets, we're going to have scam artists like BK Boreyko taking advantage of folks who "believe that the system is protecting them."

You also know a lot of folks who "are making money from the company." Gosh. How nice for them. I knew some folks who shoveled horse crap for a living, but that doesn't mean I want to grab a shovel. Vemma is a scam. Some, a very small percentage, make money promoting this scam. Out of the

endless possibilities  
you can do with your  
life, why would you  
start at scrapping the  
bottom of the barrel?

Do yourself a favor  
and go watch an in-  
depth look at one of  
the heroes of Vemma  
– Darik, gets his ass  
handed to him by the  
video author. The  
video completely  
breaks down this  
“once in a lifetime  
opportunity” and  
shows just how empty  
you have to be in  
order to work for  
them.



[↩ Reply](#)



**Stan Lee**  
August 2, 2013  
3:08 pm

Let's say I am a car salesman who is a part of an up and coming automobile company. Normally, car salesman make commissions based off the amount and price of cars they sell. But this company is different. I am one of the first few salesmen, and to be a part of this business and to make money from cars I sell or advertise, I

have to first lease one of the cars and pay a monthly fee. I cannot earn any money unless I pay this lease. But, once I start making money, I get a free car, which is cool! And plus, I can use it to advertise my business, show people how nice the cars are, etc. Pretty smart.

But, my boss tells me that the only way I can make real money is not by selling cars to customers, but by recruiting more salesmen into my sales team, who then advertise cars and sell to customers. The money I make is much more significant because of the commission plan that is set up within the company. So essentially, if somebody wants to become a salesman for the company, they have to buy a car, learn how the car works, learn how to sell the car, but also learn how to try to get other people to become salesmen because that's really the only way to make good money (again, because of how the commissions work. How they work is irrelevant). So, even if I sold the car to 20 customers and made the company a lot of money, they would not pay me for my efforts. This is because if I only sold to customers, the company would not be able to expand as fast due to there only being one salesman (me) and only 20-30 cars total that are sold. Because the salesman only make the real money in training other salesmen, soon there is an army of salesmen, a lot of people know about the cars, but really the only people who have bought the cars are the salesmen. There are very few customers because the salesmen have very little incentive to sell the cars to them since they do not make nearly as much money. So once the newest salesman has a hard time training his new salesmen to help pay for his monthly lease, he has to quit because he is consistently losing money each month with this monthly lease that he has to pay. Once he quits, the guy above him loses that income from the salesman leasing the car, because his friend no longer pays the company money.

The chain reaction then starts riding all the way up to the top, back to me. Now nobody wants to be a salesman, I have to quit because I am not making any more money, but the good thing is, I made a lot of money from all the salesmen that learned about the car and how to sell them and train other salesmen, while the salesmen at the very bottom are stuck in the negative.

To Vemma Brand partners: this ridiculous doesn't it? but doesn't it sound extremely similar to what you do, and how you are paid?

Literally every portion of the compensation plan explicitly states that each new brand partner requires at least 2 brand partners to make money. Meaning that those two brand partners then need two brand partners each to make money. And so on. For an (extreme, but relevant) example, If I solely looked for customers, and no brand partners, ended up after two years of cold market selling with 1000 customers on auto delivery with each with 60 QV on each leg, I am generating roughly \$900,000 dollars per year for Vemma. Yet because of the compensation plan, I do not make a dime... until I enroll two brand partners. Then, with the various bonuses, I make about 12,000 dollars the instant I enroll them, plus about \$4500 per month in cycles.

Am I the only one who thinks this does not make any sense at all?

[↩ Reply](#)



**The Revanchist**

August 2, 2013  
3:11 pm

Hey man I read this, and it makes total sense I'm with you!

BUT . . . many of my readers may not want to read all that. Any chance you can post a slightly truncated version? haha!

↩ Reply



**Stan Lee**

August 2, 2013

3:23 pm

^^TL;DR,  
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people to becoming a salesman, in order to advertise the company better, is the main focus of getting paid.



**The Revanchist**  
August 2, 2013  
3:24 pm

Thank you kindly sir, and a fantastic point. I may expand on the analogy in a post!

(tips hat)



**tex2**  
December 8, 2013  
12:41 pm

If 70% of the sales were to customers, it would NOT be an illegal pyramid, it

would closely resemble how a REAL car dealership works, as there are sales people and a sales manager who makes some of the commission from each salesperson, as does the owner.



**Lou**  
August 2, 2014  
4:08 am

That car sales analogy though man, it's enough to convince anyone



**Mike**  
August 2, 2013  
9:04 pm

Completely agree. That's a great comparison with the car salesman.

[↩ Reply](#)



**Nomad**

August 17, 2013  
7:12 am

I thought the same way, just not with the car salesman analogy. A legitimate network marketing system should encourage and reward selling the products to end customers even when no new associates are recruited.

[↩ Reply](#)



**Jada Beard**

November 23, 2013  
2:50 am

I literally screenshot this whole comment to show my sister not to get involved with this what I call "get rich quick scam" but I just can not get through to her. This should pretty much clear it up. Thank you!!

[↩ Reply](#)



**tex2**

December 8, 2013  
12:43 pm

You should tell her they are lying to her and the facts that apply to Amway and most other MLM companies can be found here:

<http://www.stoptheamwaytoolscam.wordpress.com>



**Jack**  
January 22, 2014  
9:52 am

Idk if you have looked a any type of busiess but I like using McDonald's, there's a CEO at the top that does barely any work when the supervisors get paid less and have to work a Lot harder. Then u have managers then the employees that make next to no money working their ass of for CEO that's sits at the top

and makes money's off his business. That's how every business works, that CEO wouldn't be there though if he didn't work hard for it. Every business is pyramid like. Vemma is the furthest from it.



**The Revanchist**  
January 22, 2014  
10:50 am

A pyramid scheme isn't determined by the levels at which income is distributed, it's determined by an issue of sustainability.

And considering that you commented on THIS particular post, you didn't understand one bit of that.



**Sum Tin Wong**  
January 22, 2014  
8:56 pm

Here a big diff, Jack. Even the lowest people at McDonalds make money. You even said "next to nothing" which is more than nothing. The overwhelming majority of Vemma BP's LOSE money once you account for the auto-shipments.

And yes, you have to count the auto-shipments if you want an apples to apples comparison with Mickey D's. Unless of course there is a hidden rule at McD's that I don't know about that says that every time you work a shift you have to buy a couple of Happy Meals.



Lou

Wow thank you for explaining it in that way dude you saved me from investing in

August 2, 2014  
4:05 am

this scam.

[↩ Reply](#)



**Mike**

August 11, 2013  
7:19 pm

Hey what's ur email! I like what u are doing

[↩ Reply](#)



**The Revanchist**

August 11, 2013  
7:39 pm

Go to "Want to Help" at the top and read the page. My email is at the bottom.

It sets some criteria as well as things I'm looking for you'd like to help 😊

[↩ Reply](#)



**Jared**

October 24, 2013  
7:24 pm

So are you calling Amway an 11.5 Billion \$ Company who own the Orlando Magic a scam, pyramid scheme, ponzi scheme?

[↩ Reply](#)



**The Revanchist**

October 26, 2013  
3:42 pm

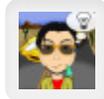
Yes . . . all evidence points to it. They survive due to extensive political connections (they are the chief contributors for lobbying through the DSA).

Most economists agree Amway reached saturation in the 80's, and they admit a public 99% loss rate.

They refuse to publish details about their retailing customer base.

Why do you ask?

[↩ Reply](#)



**Kasey Chang**  
October 26, 2013  
10:18 pm

Can Amway prove their IBOs are retailing the products as required by their own "Ten Retail Customer Rule"?

According to Amway's own bosses during an interview by WSJ, they claimed "about 50%" of affiliates just want to buy some stuff and "sell a few to friends and family", 30% look for a little extra income, and 20% plan to treat it as income opportunity.

Video interview, scroll to 9:15 mark to hear them say it

<http://online.wsj.com/article/FE12F29C-D022-42B8-8ACD-16A114E0DA96.html#!FE12F29C-D022-42B8-8ACD-16A114E0DA96>

Sure sounds like 50% of the company doesn't sell to 10 customers, does it?

[↩ Reply](#)



**tex2**  
December 8, 2013  
12:57 pm

It's MUCH worse than that. Amway's own

study  
determined  
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question  
honestly.



**Mike**

October 27, 2013  
12:53 am

Owning a sports franchise doesn't somehow make you exempt from being able to commit fraud. Try watching American Greed sometime, it'll open your eyes.

Here's a snippet of one such fraudster who was featured. Notice that he was the co-owner of the San Jose Sharks.

<http://www.sfgate.com/sharks/article/Former-Sharks-co-owner-gets-8-years-for-fraud-3218556.php>

↪ Reply



**lolwat**

November 30, 2013  
12:37 pm

Hey dude, check this out

<http://larkster.wordpress.com/2012/08/27/an-evaluation-of-multi-level-marketing-and-vemma-inc/>

↪ Reply



**Amber**

December 17, 2013  
12:32 pm

If you were a self run business would you not order product monthly to replenish supply? If you were starting a business you would have to put money down for start up costs. Same concept in vemma. Do your research on real research sites. Not opinion sites

↪ Reply



**The Revanchist**

December 17, 2013  
1:05 pm

I strongly suggest you read my blog in its entirety before commenting. For example this post:

<https://yprpariah.wordpress.com/2013/12/06/why-vemma-auto-delivery->

is-unethical/

Which neatly encapsulates why the reason you give for Vemma's auto-delivery is flat out wrong.

[↩ Reply](#)



**James**  
January 22, 2014  
10:02 pm

Your "supply" is just a gimmick. They need a product so they aren't labeled as a monopoly, but in reality the product is irrelevant. It makes people think that they are actually selling something of value. The main purpose of vena is to recruit other clients. When you do this, do you ever actually even mention the energy drinks?

[↩ Reply](#)



**Ryan**  
June 20, 2014  
5:08 pm

Put down the Kool-Aid, Amber.

[↩ Reply](#)



**bg**  
January 5, 2014  
7:31 pm

Pyramid schemes are illegal that's the bottom line. You're opening sentence is ludicrous. It not affiliate marketing it's MLM therefore it's a scam. What??!? So Amway, Herbalife etc are all scams? Are you nutty?

[↩ Reply](#)



**The Revanchist**  
January 6, 2014  
4:24 pm

I specify that its not affiliate marketing because it's not. Simple as that.

Being an MLM doesn't automatically equate to being a pyramid scheme, but there's a lot more literature illustrating why it very often can be.

And yes, I believe they all are. There's an enormous amount of evidence.

I'm not nutty, can you read?

[↩ Reply](#)



**Sum Tin Wong**  
January 7, 2014  
1:24 pm

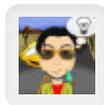
LOLOLOLOLOL!!!

Did you just spell "LUDICROUS" "LUDACRIS" like the rapper?

Typical Vemma Douche.

I wouldn't quit college just yet if I were you.

[↩ Reply](#)



**Kasey Chang**  
January 8, 2014  
12:37 am

False dilemma. If it's not affiliate marketing it's MLM? Why can't it be pyramid scheme instead? Or the really disguised one, i.e. "product-based pyramid scheme", which looks VERY MUCH like a MLM?

You know just enough to be dangerous (to yourself, with that sort of half-assed arguments). Please grow beyond that phase quickly before you got hurt.

[↩ Reply](#)



**Sasha**  
May 21, 2014  
11:53 am

Herbalife is a scam.  
Google it.

[↩ Reply](#)



**Jennifer Catano**  
January 10, 2014  
1:45 am

Vemma is a scam and its brainwashing  
my boyfriend Sadly.

[↩ Reply](#)



**Nick**  
January 14, 2014  
1:36 am

I almost did this. Thank you for this! I  
posted this to my facebook to warn  
others of the scam. The Vemmalites as  
I call them will probably attack me but  
hey if I can save some kids some  
money then it will be worth it.

[↩ Reply](#)



**Muhammad**  
January 25, 2014  
12:55 pm

This is hilarious....please tell me how  
people "lose money" do they buy air?  
Pretty sure they buy a tangible  
product..and your prob someone who  
spends over a \$150 a month on  
redbull/Starbucks etc its a simple  
transfer of dollars...nice opinionated  
blog...and you act like recruiting is a  
bad thing...pretty sure every university  
recruits students to their school where  
people will invest over six figures on  
an education and come out with their  
degree and get a job at a fast food  
restaurant and owe astronomical  
student loan debt but that's normal in  
today's society look up the numbers ...  
pretty sure every Fortune 500  
company recruits...pretty sure the nfl,  
NBA etc recruits..everyone recruits  
wake up and smell the fucking roses

[↩ Reply](#)



**The Revanchist**

January 25, 2014

7:37 pm

No one has a problem with recruiting, its only when the primary income is from recruiting, which produces an unsustainable model.

Doesn't matter that its a tangible product, its extraordinarily overpriced AND there's no reason it should be mandatory.

And no I don't spend \$150 a month on red bull and coffee.

Red bull tastes like cough syrup mixed with lighter fluid and coffee gives me the runs.

Any other assumption, educated one?

[↩ Reply](#)



**Muhammad**

January 25, 2014

9:27 pm

Lol overpriced?

Go to GNC and you will see over priced... the vemma formula is a legacy product I'm actually a mangosteen researcher

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people  
like  
Donald  
trump/warren  
buffet  
they  
all  
support  
and  
own  
companies  
in this  
industry  
I'd say  
they  
are  
more  
credible  
on  
generating  
assets  
than  
you  
the  
blogger...  
your  
probably  
in  
wake  
up  
now  
hahaha



**The Revanchist**  
January 25, 2014  
9:56 pm

you're\*  
...  
and  
I'm  
not in  
WakeUpNow.

I'm  
sure  
you  
aren't  
a  
Vemma

affiliate,  
I  
appreciate  
you  
taking  
time  
out of  
your  
day to  
tell me  
that I  
simply  
do not  
know  
what I  
am  
talking  
about.

I will  
take  
your  
well  
worded,  
well  
researched,  
and  
highly  
intelligent  
criticism  
into  
account.



**Marie**  
February 11, 2014  
12:15 am

I  
really  
wanted  
to  
take  
Muhammed's  
comment  
seriously  
and  
try to  
read it  
– but  
it was  
the  
longest  
run on  
sentence  
I've  
seen  
outside

of a  
David  
foster  
Wallace  
novel.

Great  
blog  
dude!  
I love  
this  
comment  
thread.



**Jason**

January 26, 2014  
2:08 am

Great article. It's fascinating how easily people can be taken advantage of by promising instant gratification and wealth. Unfortunately, it doesn't work that way in any part of life, industry, or pyramid scheme.

I personally work for a large corporation as a "grunt". At no point have I ever been told I could buy a BMW in a week or earn more than the CEO. I'm told that I will be paid competitively for the job that I accept and have opportunity to advance my career in the future with exceptional work. No BS.

First comparison to corporations; Vemma's explanation of continuing to receive income when a person is done "recruiting"... The real version of this is called a 401k or pension. It is a retirement plan that you are vested in. Any Vemma member should look up what vested means and find how much Vemma guarantees its recruits 20 years from now compared to a large, stable company.

Next, to touch upon me not earning more than the CEO. This realization is what is referred to as life. I know I'll have a very successful career but when it comes down to it, less than 0.1% of the population will make a corporate CEO's salary...or a

professional athlete's salary...or a movie star's salary...actually approximately 0.1% of the American population makes over \$1million in a year.

My last point; joining the "Vemma revolution" is not the same as a Speed Pass that you can get at Disney world where you get to cut the lines. Skipping out on college or furthering education is not some trick to obtaining wealth that everyone else hasn't figured out. The most credible fact that can be brought into the Vemma debate actually is that years of education and financial earnings are positively correlated. The more education you get, the more valuable you are.

[↩ Reply](#)



**Stephen**

February 5, 2014  
7:54 pm

I've noticed almost every one of your blog posts explicitly states or at least eludes to the fact that VEMMA does not have a primary customer base. You seem to be an intelligent, well-minded individual who always basis his case on facts, data, and proof. I'm curious about your opinion on what percent customer base you think needs to be met in order to meet the qualifications of NOT being a pyramid scheme? Thank you.

[↩ Reply](#)



**The Revanchist**

February 5, 2014  
8:22 pm

70% is the generally agreed upon number.

[↩ Reply](#)



**Entertained**

February 28, 2014  
2:15 pm

Thank you for brightening my day! I had to chuckle all the way through the comments. The best part is when someone gets backed into a corner, and the only thing they have as a defense is to criticize the other's

grammar or spelling. Hilarious! Of course, that probably has a great deal to do with what people learn from texting and tweeting, which does not apply here.

Y'all have fun trying to whittle each other's egos down to nothing! 😊

[↩ Reply](#)



**Nagen**

March 2, 2014  
5:35 pm

if Vemma really is a scam we all would be in jail right now, Vemma has an empire for god sake how can someone post something horrible like this. Whoever posted this because of network marketing business failure and huge ballsack of ego. HAHAHA

[↩ Reply](#)



**The Revanchist**

March 2, 2014  
5:46 pm

I'm sure Enron said the same thing.

Just because its illegal doesn't mean it hasn't been caught.

[↩ Reply](#)



**Philly**

March 8, 2014  
8:02 pm

If this were a legitimate business the product would sell enough to pay its employees. That's how actual business is done. Most of the

people  
who  
fall for  
this  
are  
uneducated,  
hence  
the  
young  
recruiter  
target  
demographic.  
Plain  
and  
simple  
if you  
aren't  
selling  
a  
product  
or  
service,  
u can't  
have a  
business.  
Focusing  
on  
selling  
your  
brand  
vs the  
actual  
product  
defines  
a  
pyramid  
scheme.  
What  
u are  
creating,  
when  
u try  
to sell  
this  
shit, is  
a cult.  
If the  
cult  
attracts  
enough  
believers,  
it  
redefines  
itself  
as a  
legitimate

religion.  
Crazy  
people  
go to  
church  
and  
invest  
in  
their  
religion  
weekly  
(religiously).  
Defend  
their  
religion  
until  
the  
day  
they  
die.  
Although  
this  
blog is  
great  
in its  
intent,  
it  
most  
likely  
will  
fall on  
deaf  
ears  
since  
this  
really  
only  
appeals  
to the  
people  
who  
would  
question  
their  
religion  
(few  
and  
far  
between).  
The  
key is  
to  
appeal  
to the  
brainwashed  
masses

who  
try to  
go to  
college  
to  
create  
a  
better  
life for  
themselves,  
but  
then  
fuck  
up by  
falling  
for  
this  
scheme  
and  
ruining  
their  
chance  
at  
actual  
financial  
independence.

And,  
while  
that  
number  
might  
be a  
very  
small  
minority  
of kids  
per  
school,  
there  
are a  
shit  
ton of  
schools.  
So  
although  
it  
doesn't  
look  
like a  
lot of  
people  
from  
each  
campus  
are  
falling

for  
this,  
since  
there  
are so  
many  
colleges,  
it is  
easy  
to  
grow  
this  
'business'.  
Ahhhh,  
this  
brings  
me  
back  
to my  
freshman  
year  
in my  
undergrad  
when  
someone  
was  
trying  
to sell  
me  
phone  
company  
services.  
Nostalgia.



**justin7**

March 11, 2014  
1:27 pm

Rome, March 10 – Sanctions for a total of 500,000 euro against the companies Vemma Italy (Euro 100,000 ), Asea Italy ( Euro 150,000 ) and Organo Gold Europe ( Euro 250,000 ) for unfair business practices that have affected tens of thousands of consumers in the field multilevel illicit sales of beverages.

[↩ Reply](#)



**krispp**

March 12, 2014  
11:13 pm

Vemma claims that it is organic and Non-GMO, but they do not have the USDA certification to prove it. They are lying!

[↩ Reply](#)



**mark rowland**

March 14, 2014  
7:29 pm

Thanks

[↩ Reply](#)



**speakofcents**

March 20, 2014  
7:20 pm

vemma is a pyramid scheme for the simple fact that you arent actually going out and selling the product yourself for profit. I mean you could, but wouldnt make money. instead, you are selling an idea- the idea that you can get rich quick. i know people that sell vemma, and for the longest time they didnt even tell me about the product, they just kept trying to recruit me so that i could get recruiters who would get recruiters and so on and so forth. thus allowing me to make profit from their recruitment. ideally, the product doesnt even really need to be there to make a profit- its almost like you buy a membership once a month and you just get vemma products as a sign on or something- the product is there essentially to cover up the pyramid scheme itself. you dont actually sell the product, you sell the idea, thus you are a pyramid scheme. have you checked out the statistics on this? chances are about 97% of the time, people who get roped into this dont make money, they lose it. look up the definition of a pyramid scheme- vemma fits it no matter how you dance around the topic. dont be fooled into joining this cult-like company.

[↩ Reply](#)



**mben**

March 24, 2014  
11:26 am

Vemma is not a scam retards im 6 months into it and have made over 50k

[↩ Reply](#)



**The Revanchist**

March 24, 2014

11:52 am

I suggest you read,  
never said you  
couldn't make money.

I said it's unlikely,  
there are unethical  
practices and it's on  
the backs of saps.

Is literacy not a  
requirement or  
something?

[↩ Reply](#)



**Peachez**

April 10, 2014

11:38 pm

Thank u men,lol. I just  
started Vemma last  
week. Now everyone's  
got me worried. Oh  
boy what did I get  
myself into

[↩ Reply](#)



**Peachez**

April 10, 2014

11:39 pm

I  
meant  
mben  
,sorry



**D. Faber**

April 22, 2014

8:47 pm

I was  
in  
Vemma  
for 3  
months  
and  
made  
no  
money.  
Am on  
a  
limited  
budget  
and  
couldn't  
pay  
for the  
\$150

auto  
delivery  
and  
leads.  
The  
way  
people  
make  
money  
is by  
paying  
\$132  
for  
one  
lead  
that  
people  
gave  
their  
credit  
card  
information  
for the  
'package'.  
I need  
to  
make  
money  
and  
not  
spend  
and  
spend  
and  
spend  
for  
nothing.  
So I  
just  
quit. I  
advise  
you to  
not  
continue  
with  
Vemma.  
Their  
products  
are  
too  
expensive,  
too.  
Find a  
normal  
job  
and

get a  
weekly  
paycheck.  
Vemma  
is not  
worth  
the  
hassle.  
Wish  
you  
well.



**nicole**  
April 3, 2014  
7:22 pm

Is everyone that defends vemma really not goin to address the fact that people are selling an idea not product, but still have to purchase product? How is this not a pyramid scheme. Sure you can be sucessful if you are a people person,have plenty of friends & show leadership like characteristics (most people trust there friends). I guess the only example left is what if every in the u.s. signed up for vemma how is the last person that signed up ever going to make a profit if theres no one left to sell an idea to? In fact that individual will lose money b/c they're still paying for product monthly.

[↩ Reply](#)



**JS**  
April 10, 2014  
1:05 pm

I just got out of this "business", if you will, because I came to realize how blinded I've been by the promise of making big money. I can tell you that every person who has come on here to defend Vemma is just reading off of a script. Word for word, it's the only things that they can say to defend it. "\$150 on starbucks..." "NBA, Dr.Oz...", etc. It's all an act to make it sound better than it really is!

[↩ Reply](#)



**Peachez**

April 10, 2014  
11:43 pm

JS so why did you quit? I just started. Just curious, cause now I'm reading all this negativity about Vemma . I was so excited to start and now I see all this,ugh

[↩ Reply](#)



**JS**

April 15, 2014  
2:39 pm

Mainly because the 89% growth that Vemma is so proud of came directly from Anthony Powell bring 34,000 people over from Herbalife. This year's growth projection is nothing near what they're telling us.

So is Mary Kay a scam too?



**nesvarbu**

April 15, 2014  
9:36 am

[↩ Reply](#)



**The Revanchist**

April 15, 2014  
1:49 pm

Yes, visit "The Pink Truth"

[↩ Reply](#)



**Matthew**

April 15, 2014  
3:21 pm

Wow  
Revanchist...  
you  
are  
pathetic.  
Everything  
in  
YOUR  
eyes is  
a  
scam.  
SMH...  
funny  
thing...  
why  
do you  
remove  
my  
posts.  
Do  
you do  
this to  
everyone  
who  
objects  
to  
YOUR  
way of  
thinking.  
It  
must  
be  
such a  
thrill  
for  
you...  
to  
trash  
other



**The Revanchist**

April 15, 2014

5:15 pm

peoples  
freedom.

Post  
again  
then.  
I've  
looked  
through  
my  
comment  
archives  
and I  
haven't  
found  
anything  
by  
you.

I  
delete  
comments  
if they  
contain  
erroneous  
information  
that  
has  
been  
addressed  
by  
another  
post  
I've  
written.  
If that  
was  
the  
case,  
then  
that's  
why  
your  
comment  
has  
been  
deleted.

But  
like I  
said, I  
don't  
even

see  
unapproved  
comments  
by  
you.



**Joee**

April 17, 2014  
9:23 pm

All of these people who think this is an actual way to make money you're lying to yourself. How legit of a job can you really think this is? Be like your parents go get a real job and stop looking for a quick way to make a few bucks. The longevity of a career like this no more then 6 months. You might as well sell drugs for a drug dealer at least you get something from being pawn in a game you can never comprehend.

[↩ Reply](#)



**Tanny**

April 25, 2014  
11:22 pm

This Vemma Stuff is a complete scam and theres only one simple way to put it:

the demand for the energy drink is no way near the supply thus this way of influencing just leads to kids dropping out of school.

the only way you can make money is if your smart enough to single out the dumb people in the world and you sign them up under you (aka fucking them over). Eventually this company will fail leaving people out of a degree and a career.

Demand does NOT equal Supply

basic economics people

[↩ Reply](#)



**NoVemma**

April 27, 2014  
7:36 pm

Vemma ist eines der schlimmsten Pyramidenspiele überhaupt, deswegen wurden sie auch in Italien verurteilt! Ich hoffe Europa zieht nach! Sorry, ich schreibe besser deutsch!

[↩ Reply](#)



**The Revanchist**

April 27, 2014  
9:21 pm

I'm too lazy to run this through Google Translate, so I'll assume you're being supportive.

Rock on holmes.

[↩ Reply](#)



**andi**

May 3, 2014  
9:47 pm

To 'The Revanchist'. You are quite obviously a sad, negative, misinformed individual. You must have been badly treated at sometime or somewhere in your life, which is very sad. Just know this, I am not attacking you, but instead, I have compassion for you. Please open your mind to all the possibilities that life has to offer. We only have one life and we must step outside of our comfort zones if we are to achieve abundance in our lives. Change your outlook and look at opportunities in a positive and exciting way. Do not post such garbage online and potentially discourage people of making a change in both their health and their financial lives. You are what we call a 'dream stealer'. In closing, good luck to you. I hope things start looking up for you.

[↩ Reply](#)



**The Revanchist**

May 3, 2014  
10:00 pm

If what I post is garbage, it's not like anyone will listen to me right?

Prefacing that you are not attacking me and then insulting me doesn't actually work, you know that right? But then again you joined Vemma, so how

logical could you possibly be?

Being condescending is MY style, so don't be jackin' my swag!

[↩ Reply](#)



**Judy**

May 8, 2014  
7:58 pm

I'm so glad to see this site. It's going to save my money and total aggravation from being scammed by yet another scumbag. Thanks for your help.

[↩ Reply](#)



**logic69**

May 10, 2014  
12:55 pm

Loving it man! Keep up the good work. Some of these people are in such an extreme case of denial it's insane. I mean it's very lame on the part of the people praying on the naive, but sweet Jesus people need to have a little bit of street smarts. I guess I shouldn't be so negative though. My finances were in bad shape before a Nigerian prince got in contact with me and decided to give me \$\$\$ for helping him out. I should be receiving check anytime now. I can't wait!

[↩ Reply](#)



**Matt**

May 14, 2014  
8:17 am

Just got home from my very first Vemma meeting!  
Also my very first experience with a pyramid scheme.  
Come on people, if it's that easy to become millionaires, don't you think everyone would do it?

Think about this:

1. The 'Auto-Shipment' of energy drinks every month is completely unnecessary, Why have products delivered to your door if you are being paid by recruitment numbers instead of sales?

2. Unless all of your recruits are stupid enough to pay Vemma \$150 for the rest of their lives, you will have no sustainability whatsoever.

3. The organiser of this event told us not to discuss it with my parents as they simply "will not understand". He also told us that one can of Vemma Energy is equivalent to 54 eggs. I wish that was a joke, i really do.

4. Why is this business aimed at 17-25 year olds? Were you told it was because we are naturals at social marketing/media? I'm sorry but that too is a lie. Young people are good at being gullible.

[↩ Reply](#)



**SpAz**  
May 31, 2014  
8:36 pm

... call me a bad person but I do realize it's a pyramid scheme.... but... life is a very cruel thing. In other words who gives a shit about the ethics of all of this? Behind every fortune is a crime, the greater the fortune the greater the crime. If joining means I have to fuck the little guy to get ahead.... the little guy better have lube.....

[↩ Reply](#)



**The Revanchist**  
May 31, 2014  
9:21 pm

While it's unethical, I appreciate your honesty.

My mentor told me essentially the same thing and that's part of why I quit.

[↩ Reply](#)



**Ashton**  
June 3, 2014  
10:26 pm

Gone through the experience. At first they slam you with facts to get you to think of positives. The video they play at meetings is all positive. Ive read the reason dr.oz had it on his show was because BK donated to his charity and

backlash was he would promote it. Also, i was lied to is i asked if there was a starting price or initiation. And wasnt given a full answer. I asked 15 times at meeting to my "friends" and they still couldnt give me a straight answer. Then i found out there was forced buys, but if you sold or got 5-10 ppl in 1-2 weeks the next buy was free. But then was also pressured to make 500\$ purchase. Also, they tell you to ignore college internet because its all a lie. When i read BK and previous issues im glad i said no

[↩ Reply](#)



**gbatson**

July 27, 2014  
6:33 pm

?

[↩ Reply](#)



**The Revanchist**

July 27, 2014  
6:38 pm

Yes?

[↩ Reply](#)



**Jennie**

July 31, 2014  
12:11 am

I once met a very pro YPR distributor who is also a playboy playmate( Briyana Noelle) she kept telling me that if I join, it would change my life. When I mentioned that I'm happy being in Dental School, she told me that I'm dumb for wasting my life getting a degree. Lol. I just wanted to share because knowing that this YPR crap is a scam is making me happy.

[↩ Reply](#)



**F\*\*\*Vemma**

August 3, 2014  
6:22 pm

Vemma on the Today show being called a Pyramid Scheme

[↩ Reply](#)



**TerriK**

August 4, 2014  
10:39 pm

A friend of mine in sales told me once, when you hear about the superstar salesmen of a company, they usually are doing something to get sales they are not telling you about. One superstar I read about for our company in the 80's was getting astronomical sales supposedly through telemarketing efforts.

Later I met a guy who worked with him and he said this superstar salesman had access to the customer data base as it was a small branch of our company with only 3 sales people.. He under cut people which was supposedly against company policy. He used to go up to new people in the business and discourage them from staying as it was "so hard to learn the business." Now he is at corporate office working as Vice President of Sales.

Another story....a friend of mine was in an MLM called Excel..that sold long distance service. He said some of the older reps that wanted to leave Excel for some reason would sell their list of hundreds of customers and recruits to another rep. . That's how some reps get alot of downline with out much effort. My friend was in Excel for 4 years and made very little. I decided not to join but i did buy the service from him. Kenny Trout of Dallas TX owned Excel originally..and said his neighbor Ross Perot..asked to buy his company from him.. He sold it to some telephone company I think. CAN YOU IMAGINE LIVING NEXT TO ROSS PEROT???

[↩ Reply](#)



**L. San**

August 5, 2014  
2:08 pm

Another common thing I usually hear from MLM recruiters is they tell you that all you have to do is just pay the required "investment" and they'll take care of the rest and they'll recruit people to put on your

downline. You don't have to do anything and your recruiter who seems to be great at marketing and recruiting will do the hard work for you. You'll initially believe them because they'll tell you that they have to do that to keep the "pyramid" alive. But of course we know that that won't happen because being the con artists that they are, they'd rather keep their new recruits for themselves. They only want to trick you into giving them your money.

[↩ Reply](#)



**TerriK**  
August 6, 2014  
8:35 am

Also was told by a salesman, when a company recruits new sales staff no matter what their experience, it will usually create one sale of the product. They will sell to a

relative  
or  
friend.  
About  
1 out  
of 10  
hires  
will  
stay  
with  
the  
company.  
Recruiting  
equals  
sales.  
10  
new  
hires  
..10  
sales.  
Car  
dealers  
are  
notorious  
for  
hiring  
sales  
staff  
who  
will  
sell at  
lease  
one  
car to  
a  
relative.



**Alexis**

August 8, 2014  
2:07 am

I am currently a "brand partner" with Vemma. I can tell you that your article is very bias. I was skeptical at first because yeah, it does sound like a pyramid scheme. But I get \$400 worth of free product a month, and lost 86 lbs, on top of \$2367.18 every two weeks from Vemma for promoting their product. But you can only make money by being active with the company, not just "selling" the product. You have to attend conferences across America, all paid for, to talk about the product and

promote it. The way you reported it is the lazy man's way, and no, you will not make anything doing it that way. You will lose money out your butt doing it that way. Get all your facts right before you blast a company on the Internet, or someone like me will expose you for your own lazy half-assed way of "doing your job".

[↩ Reply](#)



**The Revanchist**

August 8, 2014  
10:44 am

First off, Vemma pays weekly not biweekly so why aren't you giving me your weekly income?

Second, my whole point is that to BE active, you have to purchase a monthly amount of product which is overpriced. If you didn't have to purchase that monthly quota, a large portion of my problem with the company would disappear.

Third, the conferences just recently became paid for; for the past 10 years they were not. They were expensive and were just rehashing the same information over and over again. I was part of this company longer than you were.

And finally, if this company wasn't a pyramid scheme they would publish their portion of retail customers (which they avoid doing).

So, cards on the table.

Are you astro-turfing me, or are you actually a Vemma affiliate and I have to call the local zoo to tell them they have an escapee?

[↩ Reply](#)



**Someone that want to make money**

August 11, 2014  
11:19 pm

It might be a scam but I don't think it is illegal because if it was it would of been shout down already.

[↩ Reply](#)



**The Revanchist**

August 12, 2014  
12:48 am

It's a matter of getting the FTC to investigate. Herbalife was allegedly "legal" but now that the FTC is looking in it's on the verge of collapse.

[↩ Reply](#)

## LEAVE A REPLY

Enter your comment here