

Menu

[Skip to content](#)

- [About the Author & Disclaimers](#)
- [Is Vemma a Scam?](#)
- [Want to Help?](#)
- [What is a Pyramid Scheme?](#)

YPR Pariah

The Dark Side of Vemma Nutrition Company

Search

Monthly Archives: September 2013

[09.30.13](#)

by [The Revanchist](#)

[The Flaw of Multi-Level Marketing](#)

This is a long post, but just grind it out. It addresses a lot of questions about multi-level marketing (A.k.a. network marketing).

It seems that a lot of the criticism leveled at me is that I don't "understand" MLM.

I do, and I think its BS. And I'm not just saying that with my arms folded and an adolescent pout, I have good reason to think so. Remember, I opened my mind to the concept of network marketing **and succeeded . . .** and I **STILL** think its very flawed.

Let me get this out of the way:

Network marketing is very good on paper, but is almost impossible to execute properly.

On the surface, network marketing brings up a lot of interesting points.

- Yes, our word of mouth referrals are extremely powerful and can influence our friends to buy everything from movies and video games to drugs and alcohol. To utilize that kind of power to generate an income is certainly appealing.

- The structure of Corporate America definitely benefits the people at the top, while the vast majority of employees doing the grunt work end up with the smallest portion of pay

- It would be nice to "be our own boss" and work to our heart's content. Half the time at my job I complain I don't get enough hours, and when I get a lot I complain I have no free time. It would be nice to set those times myself, right?

So at first glance, it seems like a really solid concept!

While the numbers and product generally change, the most common way an MLM company works is this:

A person purchases a “starter kit” (price varies), with which they get a set of the company’s products as well as some DVDs/promotional material to train them to expand their “business”.

They can make money in 2 chief ways

- Get customers to purchase product and making a small commission off each sale

- Recruiting others to distribute and sell the products as well, and get a commission from all the products that get sold by anyone you recruit (and anyone they recruit, and so on)

(In order to qualify for these payments, the distributor must purchase a minimum amount of product each month)

Now I’m going to break down the flaws of that into 3 chief arguments.

1) No motivation to sell



Excuse me ma’am, would you like a brief and awkward social interaction with me so I can solicit you to purchase a product which is probably overpriced?

So right off the bat . . . which is the more appealing option? Be a salesman who collects a small commission for selling products . . . or be the guy who collects *hundreds* of commissions from people who sell *for you*? Chances are that you’d rather be that second guy, huh?

Well . . . so would everyone else.

The fact is that going around very few people actually enjoy selling. Hell, you can see the pain on Boy Scouts’ faces when they ask you if you want to buy some overpriced popcorn balls; it’s just not fun to ask people for their money to directly benefit you. And even if you **DO** enjoy it, getting people to buy is an art form. There’s a reason very few people actually make a living being salespeople.

On the other hand . . . busting your ass finding a couple people with the same vision as you, having them recruit people and so on and so forth . . . and earning a percentage of the collective efforts is a **much sweeter deal**. Which is why that’s what everyone does.

And that’s the main problem.

One people are **in** the company, they’ll say all sorts of things:

- Oh I just love the products!

- I love helping people!

- I get to work with people of a similar mindset!

But the matter of the fact is, almost everyone gets **into** the company in the first place due to **the money**.

Let me use the company I devote this blog to taking down as an example: **Vemma**.

Whenever there's an "event" (i.e. a gathering designed to solicit new members into the scheme), people clamor for high ranking "upline". These uplines must be of a high rank, earning a significant amount of money a month, and preferably have a [Vemma car](#).

When there's a regional convention, who do they put on the stage?

They put on their highest ranked people, who make the most money in order to whip the crowd into a frenzy. They always emblazon their rank and talk about the possibilities their income has opened up. Sure, they talk about personal development and all the new friends they made **but they always tie it to the money first**.

I have never, ever seen a big presenter who said:

"I've made zero dollars and my friends all said no to my business opportunity and grew uncomfortable with me, but I've gained a positive mindset and lost weight from my product and I'm happy!"

I am telling you right now, there is **no way to make a significant amount of income by selling products in a multilevel marketing company**. The only way to make a living in a multi-level marketing company is to **recruit a large downline and earn a collective commission off of them**.

So right off the bat, **there's almost no incentive to find customers**. There's just not enough money in it.

And then for those who **are** motivated to find customers, there's a different set of obstacles that face them . . .

2) Overpriced MLM products



Guess how much that 24 pack costs when you take shipping into account. Trust me, it's way more than you think.

I've covered this in detail in [this post here](#), but the products in multi-level marketing are universally overpriced.

Most of the products are substandard in quality to their cheaper, mainstream versions. Even when the products **are** some of

the best in the market (like Vemma), **they still cost way too much.** And there's a very simple reason for this.

In the free market, every product is priced according to the expenses behind it. Usually a product must cover:

- The cost to manufacture it
- Make a profit for the company which manufactures it
- Make a profit for the distributors

Example: An off brand clothing company uses material to make a sweatshirt. They then sell these sweatshirts wholesale to Target, charging them the cost of the material used plus a little on top so that they can make a profit. Target then prices it by taking into account how much they paid the distributor, the overhead cost to have it occupy floor space in its store, and how much profit they'd like to make on top of that. That final price is what the customer pays when they purchase it.

But with a multi-level marketing company . . . *there's an enormous, additional cost.*

Remember, a person in a multilevel marketing company will collect a commission off *everyone they recruited AND everyone below them.* Which means that a single product purchase has to pay the same amount of commission to *many, many levels of buyers.* Let's say that you just joined and are purchasing product, and you are 12 levels from the top of the pyramid. Your product purchase would have to pay commission to *12 different people.* There's a reason that a 24 pack of Verve costs **over \$70 when shipping + tax is included** . . . exorbitant even for its claim of "Healthiest Energy Drink".

So even if brand partners wanted to focus mainly on retailing the product, *the price is an enormous barrier.* Which hurts distributors in two ways because . . .

3) The forced product purchase is unethical



Fun fact, every worker pictured has to buy one happy meal a day or they don't receive their paycheck.

The fact that you have to purchase a set amount of your company's product every month in order to to get paid by your company is ridiculous to me.

I've heard multiple excuses for this from multiple reps from multiple companies:

- Every business has an overhead doesn't it?
- How are you going to advertise for the business if you don't have the products?

- You can cut out other expenses in your life, so its not really like you're spending money!

Those are all BS.

Yes, businesses have an overhead. They have employees, storefront rent, and utilities. **MLM has none of that**; it's primarily operated from home or online and "you are your own boss" remember? You have *no* employees. So why is it necessary to generate an overhead when a distributor is perfectly capable of operating without them?

Let's use Vemma as an example again for that second reason. To collect a commission of your downline, you must buy 120 QV of product a month. Let's use the example of 48 cans of Verve. Let's say while "advertising", I only consume/give out 24 cans of Verve. In theory, I should only have to buy 24 more cans to replenish my supply right? Anyone who has worked in the food industry will tell you that the order you place to replenish your inventory at the end of the week **is not a set amount. You order how much you need based on how much you sold.**

That last one is always interesting to me, because it ties into the first two excuses given. Yes, I can cut out fast food, occasional soirees with my friends, etc. in order to purchase product every week. *But that doesn't actually answer the question of why I have to!*

You know the simple answer is? **It is considered "product sales" and used to inflate the earnings of the company.**

It also produces pseudo-sustainability; the company shows growth every month due to new distributors signing on and all of them being forced to buy product (and generating commission for everyone above them). However, the profits are all on the losses of the distributors at the bottom! Which brings me to my final point . . .

4) MLM is unsustainable by nature

Let's look at the facts. We have a business model in which:

- The only significant source of income is recruiting distributors and making commissions off them
- There is little motivation to sell the products, and it is very difficult to do so
- Distributors are forced to purchase an arbitrary amount of product every month in order to qualify for commission



This guy seems to understand the gravity of the situation

Put it together, **and the most money being made by distributors is commissions off product sold . . . to the distributors below them!** Which means they **must** recruit in order to sustain an income . . . making it a pyramid scheme!

And the FTC knows this. They made the *70 – 30 rule*; 70% of the product must be sold to customers *outside of the distributor chain* for a company to qualify as legal. If not, *it's considered a pyramid scheme*.

I'll end this marathon blog post with an example:

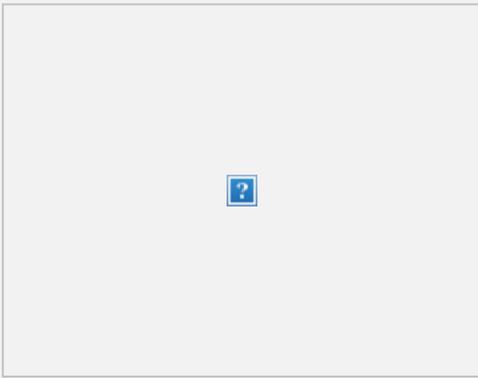
Let's say McDonald's has its corporate headquarters, and allows people to purchase a franchise and sell its products. In return, the franchisee pays a monthly fee and a small percentage of the profit the store makes. They'll purchase food from a pre-approved source based on how much they need in any given week. The store in turn hires just enough employees to run the store efficiently (and will fire or hire based on sales). McDonalds then reports its total "sales" as much food has been sold to customers. If a franchise hasn't turned a profit in a while, it will closed down by corporate.

But what if McDonald's operated like an MLM?

McDonald's would allow people to purchase a franchise and sell its products. In return, the franchisee pays a percentage of the profit the store makes. They'll **purchase a set amount of food from McDonald's itself every month, regardless of how much it sells**. Furthermore, **each employee in a store will be allowed to sell a franchise to people**, so on and so forth. About 85% of these franchises will lose money every year, but McDonalds would consider the mandatory monthly food purchase by each franchise as "product sales" and report a huge profit every year. **It will also actively fight attempts to have records on how many customers actually purchase McDonald's products shown to the general public.**

As a result, the most profitable "franchises" in McDonald's wouldn't be the ones that sold the most product to customers . . . but the one which had the most franchises opened up under it!

If McDonald's operated like that . . . we would call BS so fast our heads would spin.



Boom

Yet that's what Multi-level marketing is. Attractive on the surface, yet awful business when you get in.

[Standard](#) | Posted in [Faulty Logic](#) | Tagged [BK Boreyko](#), [Business](#), [DSA](#), [Franchising](#), [Fraud](#), [MLM](#), [Multi-level marketing](#), [Network marketing](#), [Opportunities](#), [ponzi scheme](#), [Pyramid scheme](#), [sales](#), [Scam](#), [unethical](#), [Vemma](#), [Verve](#), [YPR](#), [YPR Pariah](#) | [5 Comments](#)
[09.28.13](#)
by [The Revanchist](#)

[Vemma YPR : Protecting the Golden Goose](#)

There are certain Vemma elites that are considered a "Golden Goose".

By that I mean that they have a certain talent (a good story, good speaking skills, great deal of success in a small period of time etc.) which makes them hyper marketable to new prospects. So they are often seen speaking at regional events in order

to reapply the brainwashing to those brand partners who have remained.

But there's a problem with putting all your eggs in a single, golden basket. What if the goose acts up? What if it stops laying?

Vemma goes with the most convoluted answer: **spray paint the eggs gold and pretend the bird is still laying!**

Did I lose you there with the Golden Goose analogy?



Under what context this picture was taken, I will never understand

If a highly touted Vemma leader makes mistakes, behaves poorly, or stops performing to standard the company goes to great lengths to cover it up.

Like I mentioned in bits and pieces [in my previous post](#), Vemma has a lot of glaringly obvious flaws in its business models. A little bit of independent research and sleuthing turns up more than enough information to run in the other direction. So they depend **excessively** on using these so called “golden geese” to pump up the crowd and get them energized enough to suppress their caution.

You can see why they work so hard to preserve that image.

Let me use an example that I've already covered: Ryan Young.

As I've stated before, the so called “Free Vemma Car” is not free; in fact it's a [wildly irresponsible financial decision](#). However, they employ the program because its a tangible object prospects can see and its the most effective tool at wiping out a person's logic and intuition.

Well, Ryan Young earned his BMW in a breathtaking **six weeks . . .** that's less time than it takes to *complete half a semester of college*. So he was immediately promoted as this next revolutionary leader, and proof that “Vemma could work quick if you tried hard enough!” to get skeptics to flip.



Sure 95% will make less than minimum wage full time but wouldn't you want to use your minimum wage to pay for THIS!?

Well . . . two problems quickly emerged.

First off, Ryan Young has an absolutely repulsive personality. Besides his immediate upline and his team in Columbus . . . in all my time in Vemma I never heard one good thing about him. And then I met him on two separate occasions and realized the arrogant little prick was the strongest living proof that social engineering should be put back on the table as a form of population control.

Second, he never cycled 20 times a month again after he did it back in December/January! As in **his Vemma car wasn't being paid for because he wasn't re-hitting diamond!** His downline was quitting left and right, due to a mix of realizing Vemma was a scam and Ryan having the charisma of a pine cone.

A normal company would go back to the drawing board, assess whether or not a teenager could possibly pay for a luxury German car, and the overall ethics of using it as an incentive.

Not Vemma.

Alex Morton and elite Nick Ptak continued to tout Ryan Young as a great "leader" despite his inability to retain his teammates and used the [Vemma Rank Scam](#) to "technically" refer to him as a Diamond Leader. But **that still left the problem of his Vemma car.**

So, quietly and under the table, [Alex Morton footed the bill for Ryan Young's BMW while keeping the Vemma decals on.](#) So now Ryan Young, a "leader" in the same way that a fecal smear on a paper plate is technically "food", is driving around in a BMW he can say is "free" and continue to scam people.

And the vast majority of brand partners and prospects alike are oblivious! It's one thing to keep this information from prospects . . . but I've had **brand partners** email me and tell me they never knew this was happening!

Hell, they've been caught [purposefully inflating Kailey Warren's income](#) in order to have a "female elite" in the YPR ranks.

In fact, as soon as my source gives me permission to publish her email, **that's the exact situation with Diego Avila at the moment.**



He uses those dimples to hide children's bones

Diego Avila started out as the child of a poor immigrant family with both his parents suffering from back breaking work to keep food on the table. However, with the magical power of Vemma, he is now a “business owner” and earning six figures! He's the walking American Dream!

But apparently he pulled a **LOT** of dirty tricks to get where he is, and the Vemma higher ups have tried their hardest to shove them under the rug so that Diego remains as marketable as possible.

Vemma always touts **personal development** . . . so why are they working so hard to cover up the flaws of these youngsters instead of ironing them out?

I believe every prospect (and brand partner for that matter) should have **the whole truth** about who they're following into battle.

Wouldn't you agree?

[Standard](#) | Posted in [Blatant Lies](#) | [1 Comment](#)

09.27.13

by [The Revanchist](#)

[**Vemma YPR: Stupid Phrases 6**](#)

Ugh, with school having its foot firmly planted in my colon it feels good to get time to start writing on my blog again.

I want to spend part of this time addressing some criticisms that have been aimed at me by **numerous** Vemma drones.

1) YPR Pariah is like a tabloid just looking to smear leaders

Well, I have very good reason for that.

Vemma (and the YPR movement in particular) recruits by **overwhelming the common sense of the audience** with glitz and glamour.

Vemma reps **say** they don't want you to “get the wrong idea” by going home and researching, but the fact is that **looking at Vemma objectively most people will realize its a scam.**

Here are undeniable facts about Vemma:

- Over 90% of Vemma reps make less than \$500 a month
- You must purchase \$120 of product every month to qualify for the “residual income”, meaning over 75% of Vemma reps **operate at a fiscal loss every year.**
- There are barely any customers in the downlines, and no proof that an extensive customer base outside of the downlines (meaning it is a pyramid scheme by the FTC’s definition).



Irony or coincidence that the pyramid is orange?

So instead they put these leaders on a pedestal like

“OMG LOOK AT ALEX MORTON HE MAKE SO MUCH DOUGH YO! THIS IS THE REAL WAY TO MAKE MONEY! ALL YOU IZ BROKE!” .

I’m not smearing their characters like a bored paparazzi; instead I look for behavior by leaders which specifically confirm my accusations that Vemma is a pyramid scheme.

I showed that YPR Elite and Vemma superstar Kailey Warren is [literally lying about her income.](#)

I showed that [Ryan Young in Columbus isn’t diamond](#), and actually is getting his car paid for by Alex Morton.

It’s clear that Darik Alexander who is considered a “self made” elite in Vemma . . . really had help from his father who is good friends with scam artist Robert Kiyosaki (who rose to fame through the [Amway tool scam](#)).

And now I’m tackling a few other leaders.

I’m basically stripping away the mystique so that people will think twice before joining Vemma. **That is all.**

Does that sound like character assassination . . . or is that legitimate information that people should know before investing in a “business”?

I’ll let the people with actual brains decide.

2) You obviously just had a bad leader, don’t knock on something you don’t understand!

Listen, I’m sure every “leader” in Vemma has their own unique issues.

But the fact is that **every leader pretty much shares some core same issues**; altering income to look better, hiding facts from prospects, lying to prospects, etc.



Kind of like how each Nazi was technically “unique” . . . but shared some similar problems.

When those problems become universal, it’s no longer a problem with the leaders: **it’s a problem with the company.**

Listen I’ve caught the CEO of this company lying on Twitter and trying to cover his tracks . . . how far are you people willing to go to defend this company?

Sure, maybe you made this your lifeline because you sucked at school but my god draw a line! Don’t use a pyramid scheme to keep your hopes up!

3) Haha you spend all your time trying to prove us wrong its so funny!

This is pretty much taken straight from Kailey Warren. No seriously.



As any of my followers can tell you (or anyone with a basic sense of time), I do NOT spend all my time trying to prove that Vemma is a scam. Hell, I usually post once a day (if that) and let emails and comments go unanswered due to my school + work + extraneous activity schedule.

Also . . . what do you mean “try to prove”?

The basic facts about why Vemma is a scam (and probably a pyramid scheme) are there **for everyone to see**. Anyone with common sense, a basic grasp of mathematics, and a Google search engine can piece two and two together.

And finally, if you think my blog is such a waste of time . . . that all the information I present is **irrelevant** . . . then **leave me alone**

Seriously, if I’m such a failure why are these elites bothering to even take the time to repeatedly dismiss my blog?

Entertain the possibility that perhaps its **because I’m right**.

[Standard](#) | Posted in [Answering Vemma Reps](#) | Tagged [Alex Morton](#), [amway tool scam](#), [Fraud](#), [Kailey Warren](#), [ponzi scheme](#), [Pyramid scheme](#), [Robert Kiyosaki](#), [Ryan Young](#), [Scam](#), [twitter](#), [unethical](#), [Vemma](#), [Verve](#), [YPR](#), [YPR Pariah](#) | [13 Comments](#)
09.25.13
by [The Revanchist](#)

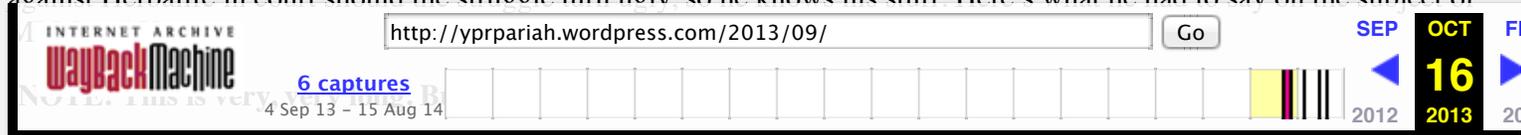
[Brad Alkazin \(Not Really\) Reveals the Flaws of Vemma YPR!](#)

Okay a huge disclaimer here: It's not **THE Brad Alkazin a.k.a. 2nd pinnacle ever in Vemma.**

This is the "Brad Alkazin", a.k.a. the Herbalife top dog turned rogue who comments under the Alkazin alias on my blog.

Oh I forgot to mention that didn't I?

Well "Brad" and I have been in contact for some time, and it turns out he's a rogue Herbalife top dog who not only knew Anthony Powell for a long time but has fed me a lot of dirt on Herbalife and MLM in general. He may actually be testifying against Herbalife in court should the struggle turn ugly so he knows his stuff. Here's what he had to say on the subject of



"The reason why MLM business model doesn't last is this.

The MLM industry is broken down into the 80/20 rule. The 20%'ers are the BIG producers and recruiters while the 80%'ers don't do too much.

Take a mortgage or a real estate sales office, 20% of the people in those offices are performing all the monthly sales while the 80%'ers don't do too much. In that industry, it's about the one time sales since we know the 80%'ers aren't going to produce much.

So, you take this same 80/20 rule and implant it into the MLM model and the 20%'ers brings the 80%'ers on the board, and the 20%'ers are pitching "residual income" and "if you build it once, it will last you the rest of your life" The 20%'ers says those things to bring the 80%'ers on the board. And they come in...they'll pay \$500 or \$1000 to come into the "deal" but it's what happens 30, 60, 90 days out. When the 80%'er fail to earn the long term residual income as promised by the industry, they quit! (now remember, 80% of people in life don't do too much, you can't break it in China, you can't break it in Australia, and you're certainly not going to break it here) So when the 80%'s don't make residual income, 30, 60, 90 days out they quit! At that point when they quit, they STOP ordering the product associated with the opportunity. Why? in a product based company, we're changing the "budgets" of the 80%'ers to the tune of \$120-\$200 a month, and the MLM commodities fail to compete in terms of "price and volume" with what's on the retail grocery store shelf. AND, we're asking the 80%'ers to purchase more than what they would normally consume on a monthly basis. So, once you get your "recruiting" going, it's like a "marry-go-round", the 80%'ers are jumping off just as fast as the 80%'ers are jumping on. It's a vicious cycle. So, the 80%'ers are leaving out the back door just as fast as the 80%'ers are coming in the front door. NOT ENOUGH NUMBERS on the board to create the long term residual income that the industry pitches, promises, but does not deliver. Only having a 20%'er business will not lead to long term success. The 20%'ers are the only ones ordering in the end to stay qualified to earn commissions. Eventually, your MLM business will IMplode!

Documented statistics:

Amway, started in 1959 and did \$11.3 Billion last year world wide. HOWEVER only \$600 million was done here on US soil. That's ONLY 5% of the sales volume done here on US soil while 95% of the sales volume is done in the 100+ countries they do business in. Where is the success of the Amway distributor in earning long term residual income? .

ViSalus; did \$623 million last year, 2012 in the US. They fall under the Blythe umbrella, a publicly traded company. Lets look at the sales volume, in Q2 of 2012 ViSalus did \$190 million, BUT in Q2 of 2013 ViSalus did \$100 million, that is a \$90 million drop in sales volume from year to year. Therefore, where is the success of the ViSalus "promoter" in earning true

lifelong willable residual income. So one, two and three star ambassadors are leaving ViSalus for Vemma. Because if you are a 20%'er leader, you move your team over into a new and emerging MLM to get the one time sales volume of \$500 or \$1000 "buy-ins" of the 80%'ers again. It's all new volume, not the volume created from customers coming back. Remember the MLM industry pitches "residual income"

Herbalife, in 2012, did \$5.4 billion dollars in the 90 countries they do business in, yet only \$325 million was done here in the US in 2012 (this was before Bill Ackman took an ax to the company in his \$1 billion short) So, roughly ~5% of the sales volume was done here in the US. Herbalife is a 33 year old company. All the MLM's escape internationally to keep the one time sales volumes coming in. This is why Anthony Powell and now other HLF president's team members are leaving HLF is because those "leaders" have gone on to sell "systems" and "tools" that teach network marketers how to generate leads since there will always be a demand for leads because the attrition rate is so horrible in MLM. HLF cut off the "lead generation or SEO" tools for everyone in June 2013 because they don't want to be shut down by the FTC and SEC. So they have been forced to clean up their act or risk being shut down. So what has happened is you experience the "check drop" in MLM because the 80's are always leaving.

NuSkin, a 20 year old publicly traded company, in 2012 did \$2.17 billion in the 50+ countries they are in. Only \$231 million or 10.7% of their sales volume was done here on US soil in 2012.

Eventually, when you have a 20%'er that is a producer on your MLM business report, once they start experiencing the 80% attrition rate, their check will drop and they will have to go to a new MLM to pitch it again and "hype that deal up" to the 80%'ers to get the one time sales volumes coming in. but in 18-24 months, once the "leader" starts experiencing a "check drop" they will leave and go find a new MLM.

Example, I called a 1 star ambassador in ViSalus in the middle of May of this year and then I called them in the middle of August, 3 months later, and they had already moved to a NEW MLM, This person made a high of \$9000 a month in ViSalus and when they left, their check in ViSalus was only \$2,500/month. All MLM'ers make this same mistake; they are all told to live above and beyond their means and because this person had become accustomed to a \$9,000/month lifestyle and they said "either I go to a new MLM or I go back to work" SO I CAUGHT THEM and CALLED THEM ON THE CARPET!

The BMW, BENZ, LEXUS car bonus program. The MLM's have learned that if you attach a car bonus program to the "deal" it is an incentive to FORCE you to produce those HIGH MONTHLY SALES volumes or else you don't get your car bonus payment for that month. In ViSalus, they gave you a two month grace period to get back up to the HIGH SALES VOLUME in order to get your lease payment paid for by the company. It effectively forces you to produce those volumes every single month. Most car leases are for 36-48 months. How likely is it that you'll continue to produce those sales volumes month in and month out for the next 3-4 years? You won't!!! So therefore the lease payment just became yours and your organizational volume just dumped and now you can't make your lease payment. Just call up the ViSalus promoters, the ones at the bottom. They have no true residual income, no organizational volume and now have to make a car lease payment that is well above their means of living.

This is what will happen in Vemma, only I think it'll get to \$1.5 to \$2 billion before it crashes. Now, when it crashes (and it will) it will be a 6 month DUMP, and everyone will be bailing for a new MLM. This is what happened in MonaVie, it got to a \$1 billion, but the month it reached a billion, it dumped in 6 months. They are almost bankrupt now.

REMEMBER, IT'S ABOUT THE 80/20 RULE, 20% OF PEOPLE IN LIFE DO SOMETHING, WHILE 80% OF PEOPLE IN LIFE DO NOTHING. GIVE ME 10 DOCTORS, 10 LAWYERS, I'LL SHOW YOU TWO THAT SINE AND 8 THAT DON'T DO TOO MUCH.

Now remember, Vemma started in 2005 and was only doing less than \$100 million and then the YPR got ahold of the company and it "took off" like lightning.

Lets look at ViSalus, it started in 2005 as well, but guess what, it took off and 2012 was their best year and now 2013 everyone is bailing. Vemma will be the next ViSalus. The reason why the leaders bail is because of the 80/20 rule I explained above.

I'm not here to attack the commodities of MLM companies. I'll go as far to say, Herbalife, especially the HLF 24, ViSalus, Advocare, (not sure about Vemma) all those companies have great commodities. It is the FAILURE of the MLM business model in of itself that is fundamentally flawed, on many levels.

Let me close with this.....

There has never been an MLM company that reaches \$300 million in sales IN THE UNITED STATES and continues to grow past \$300 million for three consecutive years in a row AND where the majority of the sales volume was being consumed by the end line consumers, not just the participants involved with the opportunity or from the high entry fees that are paid by the new people joining the business.”

Damn. I couldn't have put it better myself. Shout outs for those stats!

You know what could be a really weird (but good) idea? Print out a sheet with “Brad’s” rant and distribute it on various college campuses and stuff. I’ll work up a pamphlet later (school is kicking my ass) but all the statistics he offers are definitely useful!

Thanks again . . . “Brad Alkazin” haha!

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09.24.13

by [The Revanchist](#)

[Source Against Vemma YPR Diego Avila Emerges!](#)

I recently put out a request with a [list of Vemma leaders](#) that I would like dirt on.

Since I get emails with dirt on Vemma leaders all the time, so this should come as no surprise.

However here's the thing:

This source is still part of Vemma, and actually part of Diego Avila's downline!

Here's what apparently happened.

My source from Cincinnati Ohio (codenamed “Brunette Beauty” as you may remember) was apparently part of Diego's downline but quit in part due to Diego's two faced behavior. Her best friend remained a part of Vemma (doesn't think its a scam).

However, it turns out that the best friend has the same problems with Diego . . . **and Brunette Beauty convinced her to come on this site to dish on him.**

It took while: as you can probably expect, getting a current Vemma brand partner to dish dirt on a high ranking leader **on a site that specializes in taking Vemma down** wasn't easy. But apparently that's how bad things have gotten with Diego Avila in the eyes of the most sensible Vemma brand partners, because she now believes my site is the best way to keep him in check.

Stay tuned folks!

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