



April 25, 2016

VIA OVERNIGHT MAIL AND EMAIL

Jessica Rich, Director, Bureau of Consumer Protection
James A. Kohm, Associate Director, Division of Enforcement
Federal Trade Commission
600 Pennsylvania Ave. N.W.
Washington, D.C. 20580
[REDACTED]

Anne LeJeune
Federal Trade Commission
1999 Bryan Street, Suite 2150
Dallas, TX 75201
[REDACTED]

Re: Violations of FTC Order by Jason P. Boreyko

Dear Ms. LeJeune, Ms. Rich, and Mr. Kohm:

As you know, the Federal Trade Commission entered an Order against New Vision International, Inc., NVI Promotions, L.L.C., Jason P. Boreyko, and Benson K. Boreyko (“the defendants”) in 1999 that prohibits them directly or through any corporation, partnership, subsidiary, division, or other device from, among other things, claiming that any food, drug, or dietary supplement can treat, cure, alleviate the symptoms of, prevent, or reduce the risk of developing any disease or disorder without having competent and reliable scientific evidence to substantiate the claim.¹ It is our understanding that the FTC has opened an investigation into Benson K. Boreyko’s and Vemma Nutrition Company’s compliance with that 1999 FTC Order.

An investigation by Truth in Advertising, Inc. (“TINA.org”) has revealed that another defendant in that case, Jason P. Boreyko, is currently in violation of the 1999 FTC Order. Specifically, Mr. Boreyko is the Chief Executive Officer of a California-based multi-

¹ FTC Decision and Order *In the Matter of New Vision International, Inc., and NVI Promotions, L.L.C. corporations, and Jason P. Boreyko and Benson K. Boreyko, individually and as officers of the corporations* (Docket No. C-3856).

level marketing company called SevenPoint2, LLC,² which makes – both directly, as well as through its distributors – numerous health and disease-treatment claims about its products, among other representations.³ A sampling of such health claims, including claims made by Mr. Boreyko himself, is available at <https://www.truthinadvertising.org/sevenpoint2-health-claims-database/>. Upon information and belief, the company does not have any competent and reliable scientific evidence to substantiate these claims, as required by law, as well as the 1999 FTC Order.

If you have any questions or need further information, please do not hesitate to contact us.

Sincerely,



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Cc: Jason P. Boreyko
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17 Corporate Plaza Dr., #232
Newport Beach, CA 92660
[REDACTED]

² SevenPoint2 Executive Team page, http://www.sevenpoint2.com/company_sc.html.

³ SevenPoint2 sells the following products: 7.2 Recovery with HydroFX, 7.2 Alkaline Booster, 7.2 Curb, 7.2 Shake, 7.2 Greens, and 7.2 Green Caps. See http://www.sevenpoint2.com/products_sc.html.